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MB Docket No. 04-233

To: Federal Communications Commission

From: Craig A. Dubow

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Regarding: MB Docket No. 04-233

This document contains a summary from each of our stations that details their commitment to their local communities through their local news, local programming and community service efforts which are determined at the local station level.

- WUSA-TV, Washington, DC (Hagerstown)
- WXIA-TV, Atlanta
- WTSP-TV, Tampa-St. Petersburg
- KARE-TV Minneapolis-St. Paul
- KPNX-TV Phoenix (Prescott), AZ, KNAZ Flagstaff
- WKYC-TV Cleveland-Akron (Canton)
- KUSA-TV, Denver
- KXTV-TV Sacramento-St. Modesto
- KSDK-TV, St. Louis
- WZZM-TV, Grand Rapids-Kalamazoo-B. Crk
- WGRZ-TV, Buffalo
- WFMY-TV, Greensboro-H. Point-W. Salem
- WTLV-TV, Jacksonville, Brunswick
- WJXX-TV, Jacksonville, Brunswick
- KTHV-TV, Little Rock-Pine Bluff
- WBIR-TV, Knoxville
- WCSH-TV Portland-Auburn
- WLTX-TV, Columbia, SC
- WMAZ-TV, Macon
- WLBZ-TV, Bangor

W*USA-TV, Washington, DC

LOCAL NEWS

W*USA 9 broadcasts thirty-five and one half hours of local news each week. Monday through Friday we are on the air from 5:00 AM to 7:00 AM, from 9:00 to 10:00 AM, from 12 Noon to 12:30 PM, from 5:00 to 6:30 PM, from 7:00 to 7:30 PM and from 11:00 to 11:30 PM. On Saturday, we broadcast from 6:00 to 8:00 AM, from 6:30 to 7:00 PM, from 7:30 to 8:00 PM and from 11:00 to 11:30 PM. On Sundays, we broadcast from 8:00 to 9:00 AM, from 6:00 to 6:30 PM and from 11:00 to 11:30 PM.

Our 7:00 PM daily newscast was added last year as we recognized that more and more viewers were getting home later and may not have had an opportunity to catch up on

local news.

Our web site expands on stories featured in all of our newscasts and we do a daily webcast that is available online from 1:00 PM to 5:00 PM. There are also news features that are only available online such as live video streaming of important speeches, press conferences, etc.

EMERGENCY PROGRAMMING:

Whenever there is a tornado warning for our viewing area, we interrupt regularly scheduled programming for live weather coverage. In the event of tornado watches or thunderstorm warnings, we “squeeze back” regular programming and run “crawls” informing viewers of the latest information and providing safety tips as well. During the tornadoes that touched down in La Plata, Maryland in 2003, we preempted the CBS broadcast of “60 Minutes” to broadcast emergency weather information that clearly saved lives. Similarly with the 2003 and 2004 hurricane season, our practice was and remains to interrupt other programming to broadcast live weather information.

Additionally, we are part of the local AMBER ALERT system and our Vice President for Community Relations periodically meets with the local AMBER ALERT COMMITTEE to stay up to date on the latest developments as our local system evolves.

POLITICAL PROGRAMMING:

W*USA produces “Inside Washington” a weekly, half-hour political analysis program.

Our 9:00 AM newscast has featured in-depth, one-on-one interviews with every candidate for local office in Virginia, Maryland and the District of Columbia who accepted our invitation. Additionally, we have done issue analysis stories focusing on local issues such as state budget deficits, education vouchers, character education and transportation.

W*USA broadcast all of the presidential and vice-presidential debates without commercial interruption. Additionally, for the first and last debates, we assembled a diverse group of local undecided voters to get their reactions to the debates and featured their comments live in our 11:00 PM News. We also included the group in our morning newscasts the following day.

We have promoted and covered a variety of voter registration drives and have allowed our property to be the location for at least one. More detailed voter information guides are provided on our web site.

CIVIC, CULTURAL AND OTHER COMMUNITY RESPONSIVE PROGRAMMING:

BUDDY CHECK 9

This is a monthly project that started in 1993. The goal of Buddy Check 9 is to teach women to take charge of their own bodies; to be aware of breast cancer risks and the importance of early detection. Our Buddy Check 9 segment appears every month on 9 News at 5, 6 and 9 am and there is an extensive web section that provides additional

information and links to other resources.

EVENT SPONSORSHIPS

We have served as the local television sponsor for the Fairfax County Fair, the Montgomery County Fair and the Prince George's County Fair. These are the largest counties in our area and account for nearly 70 percent of our market. We also sponsored the "9 Booking for Literacy Walk" to benefit a local reading program for children and the D. C. Open House Project.

NEWS SPECIALS

On the occasion of the dedication of the World War II Memorial here in Washington, W*USA 9 produced a one hour live special and broadcast the 90 minute dedication ceremonies live as well.

Additionally, we produced a live, one-hour, special town hall meeting on youth violence in response to a rash of gang related incidents. We also produced a live, one-hour special focused on teen driving after more than a dozen young people died in car crashes in one month recently.

For the anniversary of the September 11th attacks on the Pentagon and the World Trade Center, we produced a one hour, prime-time special focused on survivors' inspirational stories

All specials were featured on our web site with links to additional information.

JC AND FRIENDS

Each week, we broadcast a special "JC and Friends" feature highlighting local people who are making a positive difference in our community. This feature airs during our 5:00 PM newscast on Fridays, is repeated during our Noon newscast on Monday and has a special section on our web site.

LIGHTEN UP WASHINGTON

This 3 month project sought to educate viewers on how to lose weight, how to keep the pounds off and how to be fit and healthy for life! Lighten Up Washington focused on four teams battling their way to fitness in a healthy competition. Every Monday on 9 News at 9AM, we checked in with one of our team leaders. Each team used a different approach for getting fit. They offered inspiration and shared tips on how to get in shape. Every Thursday on 9 News at 9AM, we invited viewers, to demonstrate their favorite healthy recipe on-the-air and an extensive web section provided important fitness information from nutritionists about popular diet programs, and personal fitness trainers.

OPERATION FOOTBALL

Also, on Friday nights during our 11:00 PM newscast, we air "Operation Football". This 10-minute feature focuses on local high school football teams and provides scores and other information. This is augmented by weekly features on the High School Band of the Week, Cheerleader of the Week, and Student Athlete of the Week. There is also an extensive Operation Football section on our web site.

STATION PARTICIPATION IN COMMUNITY ACTIVITIES:

Each year, W*USA is the sponsor and host site for the Washington Association of Black

Journalists' 8-week High School Journalism Program. Local High School students learn about television and conclude the project by producing their own news program right on our 9 News set.

We also sponsor a Food Drive in March in partnership with the US Postal Service in DC and Maryland. This "Harvest for the Hungry" project raised more than 575,000 pounds of food for local area feeding programs.

Also in March, W*USA was co-sponsor of a "Media Day of Dialogue" with the local chapter of the National Conference for Community and Justice. This one-day event brought together journalists and community leaders to discuss the issues of stereotyping in and of the media.

For the past 12 years, W*USA has been the local Children's Miracle Network Telethon station. This year, we helped raise 12 million dollars for Children's Hospital, making us the number one CMN Telethon station in the country for the 4th year in a row.

This year, we also sponsored the Susan B. Komen Foundation's Race for the Cure. More than 52,000 people came out on race day and helped raised more than 2 million dollars.

W*USA also sponsors "School Supplies 9". This annual project raises school supplies for all 15 school jurisdictions in our area. In 2004, we collected more than 23,000 pounds of supplies. Since this project began in 1997, we have collected more than 198,000 pounds of supplies to help more than 275,000 children.

We were also the 2003 sponsor of the Fannie Mae Foundation's Help the Homeless Walk-a-Thon. This project featured 30,000 walkers who raised more than 6.5 million dollars.

Our annual Food Drive 9 project in partnership with the Boy Scouts collected more than 850,000 pounds of food last year. Since we started this project in 1996, we have helped raise more than 2 million pounds of food for area feeding programs.

Each December, W*USA sponsors Toy Drive 9 to benefit Toys for Tots. Last year we helped raise more than 40,000 toys. That was nearly twenty percent of the total amount raised by Toys for Tots in our area.

WXIA-TV, Atlanta, Georgia

Local News

1. Provide details on your station's investment in local news.
2. How many local newscasts are aired per week? What percentage of your daily programming is devoted to local news? Has your station added newscasts in the morning or at other times?
3. Give examples of how your website is used to enhance local news coverage.
4. Are editorials on local issues regularly included in the local newscasts? Give examples.

1. WXIA is dedicated to fair and balanced local news coverage. 50% of the employees at the station are committed to daily news-gathering/production and presentation of our newscasts.
2. WXIA airs 4 ½ hours of local news M-F, 3 ½ on Saturday and 3 on Sunday. Additionally, WXIA produces a half hour local newscast for broadcast on WUPA. WXIA's 11pm newscast is also repurposed on WPXA, Ch. 14. 18.7% of our daily programming is devoted to local news. WXIA stopped producing an hour-long 5pm newscast and added a half hour 7pm newscast in the Spring of 2003.
3. Our website is a local news site that generates on average 1.2 million users And 600,000 unique visitors a month. Our web team keeps the site constantly update and regularly breaks news stories online. We are able to stream events like live press conferences on the site that don't necessarily air on the station, giving viewers/users an alternate medium to access information without interrupting programming on air. We are able to provide more in-depth information online, such as complete election results, high school football scores and ancillary contact information on specialty stories (i.e. health).
4. WXIA does not include editorials in its newscasts.

Local Public Affairs

1. Describe all daily or weekly programs devoted to local public affairs, local politics, community activities, and similar issues.
 - Indicate the length of such programs
 - Describe the nature of such programs (call-in shows with community or political leaders, interviews, issues highlights)
2. Are there regularly scheduled segments on local public affairs included in your Local newscast? How often? How long are such segments? Give examples. 11Alive In-Depth is a weekly half-hour program dedicated to local public affairs, local politics and community activities. WXIA also dedicates two hours of prime-time programming to the Community Service Awards annually. The Saturday morning newscast has hosted the Mayor, Shirley Franklin in a segment called, "Ask The Mayor" on two occasions, providing her an opportunity to answer call-in questions from viewers. Following Hurricane Charley in Florida, 11Alive worked with The Red Cross, broadcasting from their phone bank, helping to raise money, food and clothing for displaced hurricane victims.
 - 11Alive In-Depth –This half hour public affairs program has been Used to introduce viewers to State Senatorial and Congressional candidates. It has also been used as a forum for debate and examination of the issues in our community and our state. On Sunday, October 24th, 11Alive In-Depth hosted a debate between the Senatorial Candidates.
 - * The Community Service Awards honor volunteerism and service in the community. It is hosted by our news team.
 - 11 Alive collects canned goods for the Food Bank every year as part of our annual Can-A-Thon. We broadcast cut-ins throughout the day from various locations, encouraging viewers to bring their cans by.

Creating or Selecting Programming

1. Describe your station's efforts and practices for determining the types of programming you air. For example, do you hold regularly scheduled meetings with community leaders, or have an open door policy, accept and review emailed Suggestions, conduct polls of your local audience, perform auditorium tests of various programming, etc. Give examples.
2. Preemptions: provide any examples when your station preempted network Programming in order to air other programming of more interest to your local Community, such as political debates, local sporting events, or because the network programming diverged from local community standards.

1. 11Alive conducts quarterly meetings with a local news advisory board. During this time, we show these representatives examples of various newscasts and give them an opportunity to provide feedback. Members of our news department are present.
We also conduct periodic focus groups to solicit opinions and Feedback. 11Alive conducts an annual viewer tracking phone poll That measures not only progress and momentum, but asks viewers about areas of interest. Over the last year, 11Alive has also met with area school districts to ascertain needs and help in communicating vital school closing information. 11Alive recently hosted a breakfast, meeting with over 120 Non-Profit organizations to ascertain needs and goals the station could help with.
2. Preemptions: 11Alive preempted an NBC movie in prime time Saturday, April 3rd, to broadcast a two-hours special presentation of the 11Alive Community Service Awards. On Friday, September 3rd, 11Alive preempted primetime to broadcast a preseason Atlanta Falcons football game.

Emergency Programming

1. Describe any live and/or on-the-scene coverage of emergencies, weather, traffic, crime and similar events, including any positive impact of your coverage on the local community.
 2. Describe your station's investment in ENG or weather forecasting equipment.
 3. Does your station participate in AMBER or EAS?
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1. In early August, we expanded our morning news coverage, preempting the Today Show to alert viewers about power outages and school closings in the aftermath of Hurricane Frances. 11Alive provided live, continuous coverage of Hurricane Ivan in August, when its aftermath struck our viewing area, spawning tornados in the DMA. We were able to alert viewers to tornado warnings and advise them to take cover. In July, 11Alive stayed on the air when a series of tornadoes were spotted during a thunderstorm and similarly, warned viewers to take cover. During serious traffic emergencies, on many occasions, we have used our helicopter to let viewers know the seriousness where, how long and how

bad the traffic tie-up is. We have also let them know about alternate routes.

2. 11Alive has just made a significant capital investment in a million-watt radar package to enhance our weather forecasting ability.
3. We participate in the statewide LEVI's Call program (local AMBER Alert). In recent weeks, our Director of Operations and Technology has actively participating in meetings with other broadcasters and representatives of various state agencies in an effort to improve the speed and reliability of the statewide LEVI's call alert. We also participate in the EAS. We schedule monthly tests

Political Programming

1. Describe any candidate debates sponsored or aired. Include examples of candidates declining debate offers.
2. Does your station offer candidates other types of free air time? Give examples And include examples of candidates declining offers of free air time.
3. Describe your station's efforts to analyze important political/ballot issues or candidates. Are local political issues discussed, or candidates interviewed, during newscasts or public affairs programming on a regular basis?
4. Does the station cover local campaign and/or convention events? Give examples.
5. Describe the station's participation in promoting voter registration drives.
6. Give examples of how your website is used to enhance political coverage.

1. Below is a list of debates that have aired on 11Alive Weekend In-Depth:

6/12/04

Georgia's 6th District Congressional Candidates-GOP
State Sen. Chuck Clay
Chris Chatwood
State Sen. Tom Price

6/19/04

Georgia's 6th District Congressional Candidates-GOP
State Sen. Robert Lamutt
State Rep. Roger Hines
Kevin Johns

6/26/04

Georgia's 4th District Congressional Candidates-Democratic
Atlanta City Council Pres. Cathy Woolard
State Sen. Connie Stokes

7/3/04 (for this show State Sen. Nadine Thomas never showed up but planned to be here)

Georgia's 4th District Congressional Candidates-Democratic

State Sen. Liane Levetan
Chris Vaughn

7/11/04
Democratic U.S. Senate Candidates
U.S Rep. Denise Majette
State Sen. Mary Squires
Cliff Oxford

7/25/04
Georgia's 6th District Congressional Candidates-GOP runoff
State Sen. Tom Price
State Sen. Robert Lamutt

8/1/04
Georgia's 8th District Congressional- GOP runoff
State Rep. Lynn Westmoreland
Dylan Glenn

8/8/04
Democratic U.S. Senate Candidates-Runoff
U.S Rep. Denise Majette
Cliff Oxford

10/17/04
Ga's 8th Congressional District Candidates
Rep. Lynn Westmoreland (R)
Silvia Delamar (D)

10/24/04
Ga's U.S. Senate Candidates
Rep. Denise Majette (D)
Rep. Johnny Isakson (R)
Allen Buckley (L)

10/31/04
Ga's 11th Congressional District Candidates
Rep. Phil Gingrey (R)
Rick Crawford (D)

Additionally, WXIA aired a debate on October 17th, from Noon-1pm, featuring the three Senatorial Candidates. It was originally broadcast on WMAZ in Macon earlier that week. WXIA re-broadcast the debate.

On June 26th, in the 4th District Congressional debate between Democratic candidates, Cynthia McKinney declined our invitation.

2. The station does not offer candidates free air time.
3. Our Weekend In-Depth program does effort to analyze important political issues. Here is a rundown of October's topics:

10/3/04

Elections

Cathy Cox, Secretary of State

Ginny Howard, League Opposed to Virtual Elections

Jenny Cotton, KSU (Kennesaw State Univ.)

Jeremy Buckmaster, GSU

Bill Crane

10/10/04

Breast Cancer Awareness

Eric Dunlap, Male Breast Cancer Survivor

Nichole Hancock, Breast Cancer Survivor/Breast Cancer Choir

Randi Passoff, Breast Cancer Survivor/Atlanta 2Day Walk

Dr. Lynn Baxter, Northside Hospital

10/17/04

Ga's 8th Congressional District Candidates

Rep. Lynn Westmoreland (R)

Silvia Delamar (D)

10/24/04

Ga's U.S. Senate Candidates

Rep. Denise Majette (D)

Rep. Johnny Isakson (R)

Allen Buckley (L)

10/31/04

Ga's 11th Congressional District Candidates

Rep. Phil Gingrey (R)

Rick Crawford (D)

4. 11Alive does cover local campaigns and dedicated extensive coverage to the Georgia Primary in July, the run-off in August and will provide In-depth coverage of the local races and issues on November 2nd.
5. 11Alive has not participated in promoting voter registration drives.
6. Our website has created a special section entitled Decision 2004... On this site, there is comprehensive coverage of the Presidential and local races. There is voting and precinct information and the last Senate debate is streamed on the site. During elections, 11Alive has and will on November 2nd, offer complete up-to-date election returns as they come in from the Secretary of State's office.

Civic, Cultural and other Community-Responsive Programming

1. Describe all programming targeted at particular segments of the community including the number of hours weekly, and the natures of the programming.

2. Describe any coverage of local events, such as local sports, museum openings, Fairs, holiday events, local theater, fire or police outreach events.
3. Describe any PSA's local groups or addressing local issues, including the number of PSAs aired per week. Give examples of any particularly successful campaigns.
4. Describe your station's coverage of important issues affecting the local community, such as consumer rip-offs, smoking and other health hazards, safety, drinking and driving, domestic abuse, and similar issues.

1. WXIA airs three hours of children's programming on Saturday Morning (NBC-Discovery Kids) from 10am-1pm. We air an hour long church service on Sunday morning from 6-7am (In-Touch Ministry).
2. WXIA airs the Atlanta Falcons pre-season games. This year, due to our Olympic coverage and the broadcast of one game on ESPN, we aired just one game on September 3rd in prime time. 11Alive also airs "Operation Football" on Friday nights. This is an expanded look at high school football highlights during our 11pm newscast. This is heavily promoted both on-air and Through area sponsorships. On July 4th, we broadcast a live hour long program from Centennial Park and on New Year's Eve, we have traditionally broadcast an hour long program from Underground Atlanta and featured the "Peach Drop" at midnight.
We have numerous examples of where station executives serve on Station boards including The Special Olympics, the Alliance Theater, Big Brothers/ Big Sisters and The United Negro College Fund Annual Campaign and the local chapter of the Red Cross, for example. We have supported these organizations as appropriate during select newscasts and public affairs programming.
3. WXIA averages approximately 75 public service announcements per month.
4. WXIA dedicates a health reporter to stories on health advances and medical breakthroughs. Our Call for Action reporter, Bill Liss is an attorney who works with viewers who are having trouble cutting "through red tape" and helps get them quick response to their consumer problems.

On New Year's Eve, WXIA partners with the Checker Cab Company to offer people who are drinking a free ride home. Last year, the station partnered with the Dr. Phil show to encourage viewers to lose weight. Our anchor, Karyn Greer worked his program and did regular reports on the news to showcase her own weight loss.

Music

1. Does your station provide on-air opportunities for local artists, either periodically or on a regular basis? Are local artists promoted, interviewed?
2. Does your station try to air music in less mainstream genres or offer new formats to the community? Give examples.
 1. We have featured local artists during our Noon news. Our anchor, Wes Sarginson also does a regular franchise called, Wes Side Story...during this franchise, he has profiled quite a few area musicians. Much of the music in these pieces is less mainstream. In fact, one of the Pieces featured a group of mountain musicians who play a type of bluegrass from North Georgia. Some other examples of musicians in his pieces: "Fiddling Johnny Carson" the father of country music....Kurt Thomas, country music, a look at a musical play called, "The Guys" The Community Chorus featuring classical music...They were invited to play at Carnegie Hall

Station Participation in Community Activities

1. Give examples of your station's support of non-profit and charity initiatives, such As telethons and other effort on behalf of the March of Dimes, United Way, Make-A-Wish, etc. Are station executives on the boards of such groups?
2. Provide examples of how your station promotes causes not tied to a particular Organization, such as health screenings, free vaccinations, nutritional advice, blood drives, etc.
3. Give examples of station involvement in education initiatives, such as partnering with schools to promote their needs for school supplies, or promoting immunizations or after school programs.
4. Give examples of how your website is used to promote community service.
 1. The station supports the United Way every year with an employee pledge drive. WXIA has also put together teams to help build homes for Habitat for Humanity. Additionally, 11Alive raises canned goods every December for the Salvation Army in our annual Can-A-Thon. We support Breast Cancer Awareness with our monthly Buddy Check. We encourage women to Tell-a-friend to do a self examination on the 11th of every month. We have also partnered with a local retailer to promote Buddy Check and breast cancer awareness. In October, we do an annual two-day walk to raise money for Breast Cancer Research
We partner with the United Negro College Fund to raise money for the Largest group of Black Colleges in the world, here in Atlanta. We've done a telethon to help support the Late Hosea Williams' annual Feed "Feed the Hungry" program. We've also done telethons for "Hands on Atlanta" to support literacy and the Red Cross to raise money after 9/11 and in the wake of the Florida Hurricanes. WXIA has partnered with the American Heart Association to support their "Go Red" campaign which educates women about heart disease.

2. Here are a few of the education initiatives 11Alive has undertaken:

WEATHER 101 SUMMIT- 11Alive held a summit with science teachers from all over the state of Georgia. The teachers received a presentation from our Education Reporter, Donna Lowry and from Weather Anchor Chris Holcomb. Chris showed how 11Alive's website, 11alive.com could be used for a sponge activity to teach science.

EDUCATION REPORTER- 11Alive is the only television station in the metro area with a full-time education reporter. Donna speaks to schools and is the only source of good news about education in her weekly CLASS NOTES on 11Alive News at 6AM.

CLASS ACT- The School Box has partnered with 11Alive to offer Class Act, an opportunity for students, parents or other teachers to submit the names of Outstanding Teachers to 11Alive. Donna Lowry profiles these teachers daily on the 11News "Class Act" segment sponsored by the School Box. At the end of the school year a reception is held where each teacher is presented with an award and gift items from the School Box.

CAN-A-THON- The 11Alive Holiday Can-a-thon, now in its 21st year, is the largest televised food-raising event in the Southeast. Key to the success of the Can-a-thon are schools from Rome, Georgia to Douglasville, who collect canned foods. Donna Lowry profiles the largest donors in a 6PM News segment the week of the event.

11Alive Community Service Awards-Now in its 30th year, the Community Service Awards is the only program that honors unsung heroes, volunteers. Many of these heroes are persons who have helped to educate young people, read to them or tutor them after school.

Every one of the above-mentioned initiatives and activities are supported on our website. Additionally, the site has a community calendar. All of our on-air mentions, promos and PSA's drive viewers to our web site for more information.

WTSP-TV, Tampa, Florida

Local News

WTSP-TV maintains a strong commitment to local news through a total of 34 newscasts per week.

Monday through Friday the station airs six local newscasts for a total of 4 hours and 35 minutes or 19% of our 24-hour broadcast day.

Two local newscasts air per day Saturday and Sunday for a total of 1 hour and five minutes per day

In 2001, seeing a need to more fully serve the Tampa Bay community, we added a weekday 5:00 to 6:00am newscast.

In 2002, WTSP-TV debuted "Life Around the Bay" a daily newscast designed to provide the women of Tampa Bay with news, community information, parenting, education and health stories specifically for them.

Local Public Affairs

WTSP-TV is committed to addressing local issues in each of its newscasts throughout the week. In-depth stories on education, government, minorities, health and safety, transportation and youth are regular features of "This Morning Around the Bay", "10 News at Noon", "Life Around the Bay", "10 News at 6pm", and "10 News at 11pm."

Selecting programming

Preemptions:

Annually the station pre-empts the CBS network to air an informative special designed to educate viewers about preparing for hurricane season. This 30 minute special airs in the 8-8:30pm time period during the first week of the hurricane season. This program is then re-broadcast during the summer months on weekend afternoons.

In January of 2003, WTSP-TV pre-empted seven hours of network programming to follow the Tampa Bay Buccaneers football team on its road to winning the Super Bowl.

In February of 2003, the station pre-empted access programming to air the first in a series of 2 Tampa Mayoral debates. The first debate aired 7-8pm on February 22, 2003. For the final debate, the station pre-empted network programming on March 11, 2003 to air the live debate 8-9pm. In addition to pre-empting two hours of programming to air the live debates, the station absorbed production costs for both events, which were held in a high school auditorium in Tampa.

On October 25, 2004, the station pre-empted access programming to air the final Florida Senatorial debate between Betty Castor and Mel Martinez. In addition, we made the debate available to local PBS station, WEDU to air at 10pm that night.

Emergency Programming

Hurricane Coverage

During the most active hurricane season in decades the Tampa Bay area was affected by three storms during the months of August and September.

Continuous live, local coverage of Hurricane Charley began at 11:30am on Thursday, August 12th and continued until 7:30pm on Friday, August 13th. During this 32-hour live coverage we were required to evacuate our own studios and move to an alternate location. Through all this, WTSP remained on the air providing live, local weather information.

When Hurricane Frances struck during Labor Day weekend, the station provided 37 hours of live, continuous coverage over the days of September 4-5-6. Included in this was a 22 hour live newscast that began at 5am on September 5th and continued until 2pm on September 6th.

Coverage of Hurricane Jeanne began at 4am on September 26th, and continued for 13 hours, until the storm had passed by 4pm that day. In each case the station committed to providing live, local hurricane coverage on a continuous basis once hurricane-force winds affected any of the counties in the Tampa/St. Petersburg DMA.

Amber Alert

The station broadcasts Amber Alert information over the air, on our website, and to an additional 64,000 users of the "10 News Now" desktop news application. In addition to providing alert information to viewers, WTSP-TV produced a 15 minute training video used statewide by the Florida Dept. of Law Enforcement. Officers use the video to train other law enforcement personnel about how to determine when a statewide Amber Alert should occur.

EAS Alert

WTSP-TV participates fully in all EAS tests.

**Political Programming
Debates/Local Campaigns**

In advance of each election, WTSP-TV provides in-depth coverage in all newscasts of candidates, issues and ballot amendments. In 2003, as previously referenced, the station produced and aired a series of two Tampa Mayoral debates. The first debate aired on February 22, 2003 and featured all five candidates. The second debate aired on March 11, 2003 and featured the final two candidates. Each debate ran 60 minutes, with the first debate airing during the 7-8pm hour, and the second debate pre-empting CBS network programming during the 8-9pm hour.

On October 25, 2004 the station aired the final debate between Florida Senate Candidates Betty Castor and Mel Martinez. The debate pre-empted access programming during the 7-8pm hour. Additionally, the station made the debate available to PBS station WEDU to re-broadcast at 10pm the same evening.

Ballot issues/Candidates

Prior to the 2004 Florida primary, WTSP News profiled each of the 10 Senatorial candidates in stories that aired in either the 6pm or 11pm newscasts. Each story featured a single candidate addressing local issues and in addition to airing in newscasts, the stories were put onto the station website.

Currently, the station is airing a story each weeknight at 11pm that explains each of the 8 constitutional amendments on the November ballot. These stories are also available on the station website in the "Campaign 2004" area.

The website enhances our political coverage through the posting of our political stories, as well as important voter links. Examples of current voter links include: The Florida Legislative Action Center; Supervisors of Elections for each county in the DMA and the Florida Division of Elections office. In addition there is a county by county early voting site map on the website to aid viewers in locating the appropriate polling place.

Voter Registration/Education

In both 2002 and 2004, the station aired voter education PSA's beginning in the first quarter and continuing until Election Day. In addition to PSA's encouraging people to register to vote, and to inform viewers of registration deadlines, in 2002, PSA's aired encouraging Tampa Bay residents to become familiar with the new touch screen voting machines prior to Election Day.

In 2004, WTSP-TV became a founding partner in the Tampa Chapter of "Kids Voting."

“Kids Voting” is a national educational program that promotes student participation in the voting process through school curriculum and special events. As a founding partner, WTSP-TV aired PSA’s in advance of the “Declare Yourself” tour stop of the Declaration of Independence in the Tampa Area this past February.

Community-Responsive Programming Programming

In October of 2002, WTSP-TV launched “Life Around the Bay”, a daily hour targeted to women. The show airs Monday through Friday and is an entirely local look at the Tampa Bay community. The show features daily education stories designed to keep women informed of local school issues, weekly profiles of local children awaiting adoptive families and other community news important to women in the Tampa Bay area. This includes extensive coverage of local events. The programs format provides for extended discussions of important issues to viewers.

Additionally, the station airs weekly “What’s That Costing You?” stories in the 11pm newscast. These stories deal with the issue of local city and county government waste and its impact on Tampa Bay taxpayers.

WTSP-TV is the only station in the market to maintain a working bureau in the Florida State Capitol of Tallahassee. Daily stories about the local impact of state government action are an integral part of our newscasts.

PSA’s

WTSP-TV airs a contracted schedule of PSA’s every week, in addition to placing the announcements into unsold sales time throughout the broadcast day.

Over 90% of the PSA’s aired on the station address local issues, such as racial tolerance, drug abuse, health and safety and the environment.

For the past three years, WTSP-TV has partnered with Goodwill Industries Suncoast to collect children’s books for distribution to at-risk pre-schoolers in the community. Over the life of the project, WTSP-TV has helped Goodwill collect and distribute over 40,000 books to area children.

Station Participation in Community Activities

Non-profit and charity initiatives

Annually the station heavily promotes the following events and projects:

The American Heart Walk

The Susan G. Komen Race for the Cure

The Festival of Reading

The American Lung Association Walk with the Animals

Goodwill “Book Works” early literacy project

Kids for Kids Run to benefit local Foster Care Programs

First Night St. Petersburg—an alcohol-free, family-friendly event to mark the New Year.

10’s Toybox collection event to benefit Toys for Tots

In addition to partnering with local non-profit agencies to promote projects and events, WTSP-TV annually distributes significant funds to local non-profit agencies through the Gannett Foundation Local Social Service Grant Program. Since 1997, the station has distributed \$344,100 to local, Tampa Bay non-profit agencies for programs and services

that aid disadvantaged children and families.

WTSP-TV maintains a significant presence in the community, through involvement in local non-profit agencies at the board level. The President and General Manager serves on the board of Kids Voting Tampa Bay, while the Community Relations Director serves on the board of the Pinellas County School Readiness Coalition, the Florida Suncoast Affiliate of the Susan G. Komen Breast Cancer Foundation, Kids Voting Tampa Bay, and the Community Advisory Council of the Safe Children Coalition of Pinellas County.

Cause-Related Public Service

WTSP-TV works with Florida Blood Services to host two blood drives per year, both at times of critical need. In January the "Martin Luther King Day" blood drive targets minority blood donors. Through an agreement with Florida Blood Services, all blood donors may join the National Bone Marrow Donor Registry free of charge. Through this bone marrow registry program, WTSP-TV blood drives have added 419 people to the National Bone Marrow Donor Registry. The second blood drive occurs right before the 4th of July holiday weekend.

Since 2001, the 10th of every month is a day devoted to breast health information through the "Lifetime Friends" program. On this day, every month, special stories relating to breast cancer awareness, prevention, treatment and recovery are aired during newscasts. Phone banks are utilized to answer questions, and viewers are directed to the station website to join the "Lifetime Friends" program. By joining the program, women receive an educational shower card, describing a self breast exam, information about the disease and monthly e-mail reminders.

Additional health-related projects include "10 for the Heart" and "Risky Rays". Each project features an on-air health-related message and significant online content designed to educate viewers about the symptoms of heart disease and skin cancer. The "10 for the Heart" project is further reinforced by free heart screenings offered throughout the year.

Weather is of critical interest in Florida, particularly during Hurricane season. Each year, WTSP-TV partners with the Tampa Bay Regional Planning Council to create, distribute and promote the official Hurricane Guide for the Tampa Bay region. PSA's educate viewers about hurricane preparations and direct them to one of hundreds of sites across the DMA where they may pick up their own copy. In addition, we work with the St. Petersburg Times to distribute a copy to all subscribers in the DMA. The complete guide, including evacuation maps resides year-round on the station website to aid newcomers to the area in understanding flood zones.

After Hurricane Charley in early August, the station began airing PSA's encouraging donations to the American Red Cross Hurricane Relief Fund. In addition to donations by our viewers totaling over \$75,000, the station secured an additional \$20,000 in emergency aid from the Gannett Foundation.

In a landmark outreach effort, the station organized a relief caravan of volunteers to travel to Polk County to clean up storm debris. Viewers were encouraged to register on the station website. In all, over 200 volunteers from the Tampa Bay area gave up a Saturday to help the neighboring community of Lake Wales recover from Hurricane Charley.

For over 10 years, WTSP-TV has supported the efforts of local agencies to find foster

and adoptive homes for special needs youth. Through weekly “Wednesday’s Child” profiles that air in our newscasts, involvement in the “Kids for Kids” run and Gannett Foundation grants, WTSP-TV has raised awareness within the community for foster and adoptive care issues, and helped many children find their forever home.

Education initiatives:

Since 1992, WTSP-TV has collected “Tools for School” for area homeless and needy children. This project directly benefits homeless and needy children in the entire Tampa Bay DMA with back packs and school supplies that are donated at over 120 drop off locations. Supplies are distributed through local school systems, local homeless coalition and other agencies working to provide help to needy families.

Since 1997, WTSP-TV has supported the local Pinellas and Hillsborough County Education Foundations with Gannett Foundation grant funds totaling \$152,000. This figure represents 44% of the total funds distributed by the station through the Gannett Foundation program. Annual grants to each organization have been used to provide college scholarships to at risk students, and to provide project mini-grants to classroom teachers.

In addition, WTSP-TV supports local schools each November, through participation in “The Great American Teach-In”. On-air personalities, technical staff and Management visit local public schools to share career information with students.

KARE-TV, Minneapolis, Minnesota

Local News

- **Provide details of your station’s investment in local news.**
Consistently over the years KARE 11 has provided long form reports specifically tailored to our local audience. Nowhere else in the market has there been such a deep commitment to serve our viewers with varied programming in local newscasts.
- **How many local newscasts are aired per week?**
4.5 hours M-F, 3.5 hrs Saturday, 1 hr. Sunday
Other local programming – *Minnesota Bound, Whatever* – one hour
- **Examples of how your website is used to enhance local coverage.**
Our website is updated constantly with the latest local news stories. We have weather, sports, and traffic on the website as well. We drive people to our website regularly during our newscasts to give viewers additional information and resources on stories we feature during the news.
- **Are editorials on local issues used regularly in local newscasts?**
Editorials are not regularly included in newscasts.
- **Special Local News Coverage**
Gopher Getaway Extras

Trippin' with Perk
Land of 10,000 Stories
PGA Championship coverage (entire newscasts)
State Fair (Entire newscasts)
Athletes of the Week
Academic All Stars
Perk At Play
KARE 11 News Extras
Vikings Extra
Prep Extra (Airs on PAX and kare11.com)
Gopher Extra
Kirby Puckett Retires
Herb Brooks Dies
Payne Steward Plane Crash
Pro Hockey Returns to Minnesota

Local Public Affairs

- Broadcasts:
 - Beat the Odds – 10 years
 - 11 Who Care – 21 years
 - "Throw Like a Girl"
- Telethons: Gopher Sports Telethon
- Race for the Cure
- Grand Excursion – psa's, extra, day of coverage, daily news stories, history pieces

Creating or Selecting Programming

Speak Softly ½ hour specials
Extra!Extra! one hour specials
Lunch with Casey one hour special
Primetime *Whatever* special on war
Beyond the Lens
Floods of '97: In Their Own Words
Perk TV Special

Emergency Programming

- We break into regular programming for severe weather & news bulletins, and provide live captioning for all emergency programming (KARE-TV has won two awards from the State of Minnesota for its captioning efforts).
- We run crawls for school closings.
 - We continue to update these closings throughout the day and run them on a regular basis over regular programming.
- We participate in the Amber Alert System (KARE-TV was the broadcast beta test site for the State of Minnesota).

Political Programming

- Broadcast major debate with MPR: Coleman vs. Mondale
- Broadcast Wellstone Memorial Live
- Jesse Ventura Inauguration Live
- “Dinner with the Candidates” by Kerri Miller
- Numerous in-depth stories analyzing political/ballot issues and candidates.
- “Truth test” ads on both sides of the political aisle.
- Break down ballot questions and issues.
- Interviews with candidates on both sides.
- In the 5pm news –a regular feature that lays out where both presidential candidates stand on the various issues.
- Our Website is used enhance political coverage: have a front-page icon talking about our election coverage. Also – have several links and pages dedicated to election coverage/results/and issues.
- Our teen program *Whatever* has conducted high profile interviews with politicians or candidates such as Jesse Ventura, Senators Wellstone, Coleman and Dayton.

Local Programming

“Whatever” is the only locally produced, regularly scheduled program to address the interests of local teenagers. The show is hosted by seventeen teenagers representing communities throughout the DMA. The show is broadcast twice a week and about forty original shows are produced every year. All programs target youth. The content of the show is 85 to 100 percent locally based.

- In the area of local politics, the *Whatever* show teens have conducted high profile interviews with politicians or candidates such as Jesse Ventura, Senators Wellstone, Coleman and Dayton. The show has also covered local teens working on political campaigns.
- *Whatever* teens and other local teens appeared in a live one hour prime time special to discuss the effects of the impending Iraqi war on their lives.
- *Whatever* regularly covers openings and exhibits at local museums and theaters. The goal is to let teenagers know what is available in their community to attend and to become involved with. We cover events from such diverse settings as the Science Museum to Stages Theatre company (youth driven company) to a Hmong teen photo exhibit.
- The show has included stories working with local police to encourage safe driving and show the dangers of drinking and driving.
- *Whatever* producers and teens created a nationally acclaimed documentary on school bus safety for kindergarteners. The success of the video inspired a school visitation program administered by the state patrol.
- The show regularly covers teen health issues such as smoking, drinking, STD’s, teen pregnancy, eating disorder, etc...Teens are directed to local sources for more information and support.
- Local bands are featured at least every month. We let teens know how they can see local music and where they can go for fun activities around town.
- Immigrant and under-represented groups such as Hmong, Somali, and Arab-American teens have been featured. Stories have also featured teens in juvenile detention and teens in recovery.

The “KARE 11 Today” show is the only live lifestyle program in the Twin Cities. It is an

hour long show that broadcasts Monday through Friday. The content of each show is 80 to 100 percent local. The show focuses on giving the community information about services, events and entertainment going on in the area. We go to great lengths to ensure that we are appealing to and showcasing the talents of all ethnic and religious communities in Minneapolis/St. Paul. From Hanukkah Helpers to the Mu-Taiko Drummers – these shows represent all areas of our community. Even segments with national spokespeople are often given a local spin. If there is a common thread that runs through “KARE 11 Today” programming, it is showing our viewers what is available in our community.

- The show has a political wrap-up the day after any important election. A local professor gives analysis of local and national results (how they will affect Minnesota). Regular election time segments with the League of Women voters to inform people how to register and vote. Regular segments with local politicians to promote community events.
- 50 to 60 percent of daily shows target women with segments on health issues, business and financial concerns, career, fashion etc...
- Attempt to tie as much as possible to local events. For example a visiting author is more likely to be booked if there is a subsequent local reading or signing or if they have strong ties to Minnesota.
- The “KARE 11 Today” show covers local sports events that are especially family friendly such as the Twin Cities Marathon. Segments also cover local theater (from mainstream theaters such as the Guthrie or State Theater to small regional theaters such as the History Center or Stages), major and minor museum show openings and festivals.
- Work with community organizations to promote health and safety events (Lights on for Safety, walk/runs, etc...), adoption month, smoking dangers, domestic abuse issues, mental health etc... With each segment give local resources for viewers.
- Hosted phone banks that provide medical, legal and financial advice to viewers.
- Local musicians regularly perform live to promote concerts, CD's and fundraisers.

Civic, Cultural and Other Community-Responsive Programming

- Our goal here is to be reflective of our community. News continually works to build our network of experts and to include all areas of Minnesota in the news mix. We encourage the anchors/reporters to be active in their communities and to connect wherever possible.
- Toys for Tots Annual Drive
- In December we are going to do four stories on Holidays. Most people think of Christmas in December, but we are going to include Hanukkah, Ramadan, and Kwanza. Fun way to educate viewers on religions diversity in the Twin Cities.
- School Bus Safety video.
- Gopher Getaways. We went into different communities and explored their cultures... example: Somalian community, Russian Community, East Indian Community, Hmong Community. Got tons of feedback from the public and were successful in educating viewers on many of their neighbors.
- We've covered many stories/outreach efforts over the years that brought awareness to specific bias, gender and equity issues. A few examples are:

- *Ann Bancroft Foundation: We formed a media partnership with the Ann Bancroft Foundation. Her foundation's goal is two fold - 1) to help women's ventures get off the ground 2) help young girls reach for their dreams.
- *A series of stories on extraordinary young women doing things to help the community. One story featured a disabled physical education teacher who tries to bring understanding to all of her students by teaching them what's it like to be disabled...such as instead of playing basketball in gym class...they play wheelchair basketball. Another featured an after school program for at-risk inner city teens, run by a Hmong woman who is trying to outreach to girls in the Hmong community who culturally, would not necessarily gravitate toward a program like this.
- *History of Title IX - on the anniversary we talked to a judge instrumental in helping women move forward in their effort to play sports, and a woman who broke ground in the 1970s and earned the right to play tennis on the boy's team because there was no women's team.
- *Dorothy McIntyre - a pioneering women and sports advocate who retired from the MN state High School League. We profiled her career and chronicled her fight for to level the playing field for women.
- *GateLab - The same kind of animation you saw in the movie 'Toy Story' was used to help children with physical disabilities learn to walk.
- *Eye Exam - A story on the need for all children to have eye exams, though some children cannot afford that. We profiled an eye clinic set up to help those children at an inner-city school.
- **PSA's** - Our philosophy is to have all PSA's be reflective of our local community and as inclusive as possible. They ensure that a cross-section of our viewership is represented on-air. One fairly unique thing we have done to ensure "authentic localism" is to invite anchors to choose organizations (local) that they would like to represent in a PSA.

PSA data from January 2004 shows that our average weekly PSA count is:

10 second spots – 5

15 second spots – 10

30 second spots – 130

90% of these PSA's are on local issues.

- **Music** – *KARE 11 Today* and *KARE 11 Saturday* give the stage to local musicians every week. We invite artists in less mainstream genres... such as jazz, classical, bluegrass, etc. We also work with a local company to write promo music for KARE.

Station Participation in Community Activities

Our mission is to serve a community that cares. KARE 11 is proud of our reputation as "community partner" and strives to serve our community via community outreach.

Efforts include the following:

- Eleven Who Care – This was our 21st year of honoring 11 grassroots volunteers from the community that are showcased in a live, commercial free show. The proceeds of the evening are donated each year to charity.

- Komen Race for the Cure – key sponsor for the local Komen campaign. Large time bank provided for PSA's and full station participation for the event.
- Gannett Foundation money provided for local distribution. We funded over 30 local 501c3 projects in 2004 alone.
- Sponsor-A-Family- month-long effort supported by an on-air schedule urging folks to sponsor a family for the holidays. Nearly 1,200 families were helped.
- KARE About Kids Super Bus – The program reached 19,000 students from over 75 different schools have participated in classroom and hands-on bus instruction.
- Minnesota Special Olympics – Media partners with the draft party. On-air PSA campaign with a viewer education component.
- Beat the Odds: A half hour broadcast dedicated to shining the spotlight on students, often minority, who beyond all odds succeed to become leaders in their schools and communities.
- Athletes of the Week/Academic All-Stars: Every week we honor students and student/athletes who are excelling in the classroom or in the arena. Many of these are minority students. These franchises have proven to be excellent opportunities to break down barriers and stereotypes of minority populations.
- Toys for Tots – This is our 30th year as the official USMC partner. We are the largest single-site campaign in the country.
- Lights on for Safety – Viewers get their headlights, taillights and parking lamps checked and replaced.
- Phone banks – Hosted several phone banks during all newscasts. Gives our viewers free access to experts in many fields.
- Backyard appearances – Groups are scheduled each week in the 5pm news several months out of the year. PACER, MS Society, Harriet Tubman, etc. are included.
- Health Fair 11 makes many efforts to reach the viewers as well. Buddy Check 11 (and on-line), Mobil Mammography Unit, Health Fair at the State Fair, Diabetes awareness campaign; Buckle up with KARE, Flu Fighters campaign, and annual blood drives.
- Ann Bancroft Awards
- Grand Opening Science Museum, Newsroom in Science Museum
- Randy Shaver Golf Tournament
- Triathlon Show
- Marathon Show
- Grand Excursion
- KARE on Location: St. Cloud, Red Wing, Northfield, Stillwater, & Ice Palace

- On the Web: KARE 11 Community Calendar listing all varieties of local events and activities at kare11.com. Free of charge – for the whole DMA.

KPNX-TV, Phoenix, Arizona; KNAZ Flagstaff, Arizona

Local News

Provide details on your station's investment in local news.

- We program 28.5 hours of local news each week with a staff of nearly 100 journalists who cover a diverse marketplace that includes highly-urbanized areas, rural areas, and Native American nations covering over 10,000 square miles.

How many local newscasts are aired per week? What percentage of your daily programming is devoted to local news? Has your station added newscasts in the morning or at other times?

- Mon-Fri: 5-7am; 11am-noon; 4:30-5 pm; 5-5:30 pm; 6-6:30 pm; 10-10:35 pm
- Saturday: 8-10 am; 6-6:30 pm; 10-10:30 pm
- Sunday: 8-10 am; 5:30-6 pm; 10-10:30 pm

Give examples of how your website is used to enhance local news coverage.

- Our website, azcentral.com, averaging 52-million page views a month, is updated throughout the day with text and streaming video. Live webcasts are also produced for big new stories. Virtually every news and programming element has an online component; giving our customers more in-depth coverage of local issues that impact their lives. From how to find the right school for your child, to in-depth analysis of the issues on the November election ballot to real-time traffic information that can cut down on your commute - it's all on azcentral.com.

Local Public Affairs

Describe all daily or weekly programs devoted to local public affairs, local politics, community activities, and similar issues.

- *Arizona Midday*: Daily segments on community issues and activities
- Sunday Square-Off: Weekly half-hour show dedicated to debating local public affairs and political issues.

Indicate the length of such programs.

- *Arizona Midday* is an hour Monday-Friday
- Sunday Square-Off is a half hour, weekly

Describe the nature of such programs (call-in shows with community or political leaders, interviews, issues highlights).

- Local news and information including discussion of local political and community affairs issues.

Creating or Selecting Programming

Describe your station's efforts and practices for determining the types of programming you air. For example, do you hold regularly scheduled meetings with community leaders, or have an open door policy, accept and review emailed suggestions, conduct polls of your local audience, perform auditorium tests of various programming, etc. Give examples.

- KPNX conducts Community Leaders Ascertainment sessions through the Arizona Broadcasters Association.
- We receive regular input/feedback through our website and through SurveyUSA.
- We also invite public officials to attend our editorial meetings.

Preemptions: provide any examples when your station preempted network programming in order to air other programming of more interest to your local community, such as local political debates, local sporting events, or because the network programming diverged from local community standards.

- Preparing Arizona: Monsoon 2004, 2003, 2002, and 2001
- Preparing Arizona: Wildfire Special 2003 and 2004
- 12 News Profiles of Success Special
- Friday Night Fever (weekly high school football show)
- Presidential Debates at Arizona State University in Tempe, Arizona
- Tempe Block Party, Countdown to Midnight
- Komen-Phoenix Race for the Cure (two-hour live coverage)
- Local Fourth of July celebrations from Phoenix and Tempe from 2000-2003.

Emergency Programming

Describe any live and/or on-the-scene coverage of emergencies, weather, traffic, crime, and similar events, including any positive impact of your coverage on the local community.

- Wildfires, monsoon coverage, Amber Alerts
- Arizona's wildfires have caused large evacuations in several rural communities since 2001 and public safety authorities have relied on 12 News to broadcast evacuation orders and public safety instructions to those in fire zones. In 2004, wildfires threatened the electrical power sources for the Phoenix metro area requiring mandatory conservation efforts. 12 News expanded its local newscasts to get this vital information to its viewers.
- Any severe weather alert is broadcast immediately and information is updated two-three times each half-hour. In the event of life-threatening weather events, 12 News begins live broadcasts to provide warnings and instructions as to how to react.

Describe your station's investment in ENG or weather forecasting equipment.

- Upgraded weather system to WSI at KPNX and KNAZ

Does your station participate in AMBER or EAS (e.g., as a Local Primary or Monitoring Station)?

- Yes

Political Programming

Describe any candidate debates sponsored or aired. Include examples of candidates declining debate offers.

- The Democratic candidates for Maricopa County Sheriff, including the incumbent, were invited to discuss the campaign on our Sunday Square off program. Both declined.
- The proponents and opponents of Proposition 200 – a 2004 ballot initiative that would restrict government services to undocumented immigrants – debated the issue live on 12 News Today in October of 2004.

Describe your station's efforts to analyze important political/ballot issues or candidates. Are local political issues discussed, or candidates interviewed, during newscasts or public affairs programming on a regular basis?

- Prior to each election, 12 News does specific stories analyzing the key races and ballot initiatives. The issues and candidates are also discussed on Sunday Square Off.

Does the station cover local campaign and/or convention events? Give examples.

- Yes, 12 News covered both the Democrat and Republican conventions in 2004.

Give examples of how your website is used to enhance political coverage.

- Our Decision 2004 section has robust text, video and photo gallery content. Other features include "AP en Espanol" to serve our Spanish-speaking viewers. Viewers also have the opportunity to participate in online surveys.

Civic, Cultural and Other Community-Responsive Programming

Describe all programming targeted at particular segments of the community, including the number of hours weekly, and the nature of the programming (e.g., foreign language, youth, women, minorities, farmers, religious groups, etc.)

- 12 News Profiles of Success special (two half hours)
- Hispanic Heritage vignettes
- Hispanic Heritage Youth Awards (one hour)

- Arizona Midday (one hour, Monday-Friday)
- Friday Night Fever High School Football (half hour weekly)
- Sports Tonight (half hour weekly)

Describe any coverage of local events, such as local sports, museum openings, fairs, holiday events, local theater, fire or police outreach events. Give examples.

- 12 News has coverage to support these types of events regularly, including coverage of the Phoenix Suns, Arizona Cardinals, Arizona Diamondbacks, Arizona Rattlers, Phoenix Coyotes, Heard Museum, Phoenix Art Museum, Arizona Science Center, Mesa Museum for Youth, Mesa Southwest Museum.

Describe any PSAs local groups or addressing local issues, including the number of PSAs aired per week. Give examples of any particularly successful campaigns.

- Approximately 8-10 PSAs daily, 70% local issues. Successful campaigns include Target Zero (drowning prevention), breast cancer awareness, Arizona National Guard, domestic violence, March of Dimes, food drives to fight hunger and many other local issues.

Describe your station's coverage of important issues affecting the local community, such as consumer rip-offs, smoking and other health hazards, safety, drinking & driving, domestic abuse, and similar issues.

Each of the programs and events listed here are supported in newscasts with explanatory stories and calls for civic action.

- We are particularly proud of *Call 12 For Action*, which uses community volunteers to mediate disputes between consumers and businesses. Our consumer protection efforts are so strong that the Arizona Attorney General's office is referring some of its caseload to us. We will recover over \$1,000,000 in 2004.
- In August 2004, we launched *School Solutions*, another free volunteer-driven program that features educators manning phones and answering questions to help people navigate Arizona's complex education system. We offer advice and counsel. We do not mediate complaints.
- Target Zero water safety and drowning prevention initiative
- 12 News Project Kid Safe – annual February initiative to check viewer car seats for proper installation.
- Food drives to fight hunger (More than 62,000 pounds of food and \$27,000 for Arizona food banks)
- 12 News Turkey Tuesday (collected more than 19,000 frozen turkeys in one day for families in need)
- In conjunction with The Arizona Republic, our annual Season for Sharing campaign raised \$2,575,000 for more than 130 local charities.
- Buddy Check 12, our successful breast health awareness program. More than 37,000 members have signed up to receive a free personal message each month (e-mail or voicemail) reminding them to perform their breast self-exam. In addition, on the 12th of every month, every newscast and local program reminds viewers of the need to perform their self-exam and we air stories with the latest on breast health breakthroughs and breast cancer prevention.

- Domestic Violence Walk (we distributed \$17,000 in grants to DV shelters)
- Issue phone banks during newscasts, such as consumer fraud, adoption, car seat checks, drug abuse hotline, tax help hotline, Call 12 for Action Call a Lawyer, Flu hotline, teen suicide hotline, and the West Nile Virus.

Music

Does your station provide on-air opportunities for local artists, either periodically or on a regular basis? Are local artists promoted, interviewed? Give examples.

- Yes, local bands appear regularly on *Arizona Midday* and *12 News Weekend Today*.

Does your station try to air music in less mainstream genres (e.g., jazz, classical, bluegrass/roots, etc.) or offer formats new to the community? Give examples.

- Yes, and we also have station partnerships with the Glendale Jazz and Blues Festival, the Chandler Mariachi Festival, The Tempe Block Party, featuring various live bands.

Station Participation in Community Activities

Give examples of your station's support of non-profit and charity initiatives, such as telethons and other efforts on behalf of the March of Dimes, United Way, Make-A-Wish, etc. Are station executives on the boards of such groups?

- Komen-Phoenix Race for the Cure, March of Dimes WalkAmerica; Chicanos Por La Causa Esperanza awards teacher recognition; 12 Who Care volunteer recruitment and recognition;
- We are represented on the Arizona State University Walter Cronkite School of Journalism and Telecommunications; Carole Kneeland Project for Responsible Television Journalism; National Charity League; Komen Foundation; Junior League of Phoenix.
- Valley Leadership; Fresh Start Women's Foundation; Roosevelt Action Association;
- United Way; Man's Anti-Violence Network; Xicanindio Arts Organization; Catholic Community Foundation; School PTA and alumni associations; Saint Mary's College Board of Trustees; Notre Dame College of Arts and Letters Advisory Board; Valle del Sol Hispanic Leadership Institute Advisory Board.

Provide examples of how your station promotes causes not tied to a particular organization, such as health screenings, free vaccinations, nutritional advice, community fundraisers, blood drives, disaster relief efforts, etc.

- Buddy Check 12, our breast health awareness initiative
- Target Zero drowning prevention and water safety;
- Quarterly Adoption phone banks;
- Operation Homefront (We distributed more than \$171,000 to support families of deployed military members. The joint fundraising project provided \$85,500 each to the Arizona National Guard's Family Assistance Fund and the Grand Canyon

Chapter of the American Red Cross Armed Forces Emergency Services. The distribution was made at the Governor's office.)

Give examples of station involvement in education initiatives, such as partnering with schools to promote their needs for school supplies, or promoting immunizations or after school programs.

- Stuff the Bus with School Supplies

Does your station cover school board or PTA meetings, or important education-related issues? Give examples.

- School Solutions (Education professionals volunteer to staff phones Monday through Thursday evenings and answer any questions viewers have related to education. Reports are presented in newscasts.)
- Local Schools Team (group of education professionals who provide input to the station on school-related issues)

Give examples of how your website is used to promote community service/involvement.

- Everything we do on 12 News has an online component. We rely on our website as a key place for viewers to find additional information to participate in many of our community initiatives, including 12 Who Care, our volunteer recognition program, which provides viewers with easy ways to volunteer.

WKYC-TV, Cleveland, Akron, Ohio

Local News

WKYC has made a substantial investment in serving our NE Ohio community. WKYC built a state-of-the-art digital broadcast facility in Cleveland in 2001 to have the newest technology available to provide local news and weather. Our facility employs 175 news, production, programming, engineering, promotion, community service and support staff.

WKYC airs 11 local newscasts per week, ranging from 30 minutes to two hours; equaling 29 hours total a week. WKYC airs local newscasts for approximately 22% of the 5AM – Midnight broadcast day. To better serve our local community and to adjust to changing lifestyles and time considerations, WKYC created the first two-hour morning local newscast at 5-7AM, midday local news at 11AM and a 7PM local news on weekdays, as well as a 90 minute local news on Saturday and Sunday mornings, which started over ten years ago.

WKYC was the first local station to provide email access in the early 90's to allow viewers computer contact. Since then WKYC.com has been used in practically every newscast to provide local audiences with additional detail on breaking news stories, supplemental coverage for special community events, expert web chats, viewer comments and photo galleries from community heroes to favorite pet pictures. WKYC.com streams news video, and can break local news stories when newscasts cannot. WKYC.com also provides up-to-the minute weather information and contributes to programming via web cams, web chats, video streaming and links. WKYC.com also provides very detailed information such as

during election coverage, lists of polling places, contacts, phone numbers and informational web links.

In 2001, WKYC partnered with WVPX-TV 23 to produce two uniquely local news broadcasts at 6:30 PM and 10 PM to serve the Akron/ Canton audience, who did not have a local TV news tailored to their communities. Akron/Canton has over 580,000 households or one third of the Cleveland DMA. PAX 23 News has a staff of local reporters and videographers who concentrate on news stories affecting Akron/ Canton and the nine surrounding counties. Additionally PAX 23 news is able to provide school closings for Akron/Canton school systems through iAlert (our school closing system) as well as localized weather and sports.

Local Public Affairs

In 2003, WKYC began a locally produced program Studio 3, which airs M-F at 11:30 AM for 30 minutes. Studio 3 covers community, public service, medical, legal, entertainment and lifestyle issues. The show format includes interviews, event information and coverage, “on location” community segments, demonstrations, cooking and recipes and has included audience participation as well.

In March of 2004, WKYC news created a weekly fifteen-minute segment in the Sunday morning local newscast to address local and national political issues and topics.

WKYC news also has included public service time in the weekend morning local news. From live, on-location weather shots to interview guests, these segments typically run two to six minutes throughout the 90-minute broadcast every weekend.

For example, a representative from the Cleveland Children’s Museum talked about a fundraiser, Chairs that Care, as well as the museum’s educational programs. Visually, celebrity decorated child-sized chairs were brought into the studio to showcase the event.

In another example, Dress for Success Cleveland’s Executive Director was interviewed about their programs, the need for the community to donate suits/funding and she addressed the issue of underserved women who are trying to get into/return to the work force. Through our news coverage, the organization received exposure and kept its services going when funding was in jeopardy.

In another example, our weekend meteorologist went on location for an animal event in conjunction with our local humane society designed to educate the public on the need for spay and neuter programs and pet care in various seasons.

In another example, our weekend meteorologist went on location for an American Red Cross annual run to raise awareness about the blood shortage in our community, gain monetary donations and set up appointments for blood donation when the local Red Cross faced a critical situation.

Creating or Selecting Programming

WKYC prides itself on its strong relationship with the Cleveland community at large. Community leaders constantly approach the station for projects, partnerships and collaborations to reach our viewing audience about significant issues facing NE Ohio. We execute as many requests as possible, but emphasize partnerships that can maximize the station’s resources for the greater impact in our local communities. WKYC also is

constantly talking with organizations, community leadership and those interested in telling the compelling and positive stories in NE Ohio.

For example, on October 26, 2004, WKYC worked in collaboration with three local children's organizations and business, education, non-profit and government leaders to host a live non-partisan community briefing "Building a Greater Cleveland Begins With Greater Kids." The goal of the briefing and the live one-hour television special "Building Greater Kids" which WKYC produced, was to inform Cleveland voters about key children's issues, including their educational and employment future and the importance of this November's election in deciding some of these issues. The special will air twice 10.30.04 and 10.31.04 in prime time to provide our viewers/voters with vital information about the situation our children, their parents and teachers and the entire NE Ohio community face. On October 27th, the public television station asked WKYC for permission to rebroadcast the program. This show is in response to several initiatives from the community to help children who are underserved. It was WKYC that stepped up to organize and produce this important and timely event.

WKYC consistently has produced local programming to cover tough community issues facing NE Ohio. The award winning shows, under the umbrella title "Dateline Cleveland" are in-depth one-hour productions, which air three to four times a year. Topics have included "Dateline Cleveland: In Need of a Vision" looking at Cleveland's future, the economy, downtown development problems and the need for jobs; "Dateline Cleveland: Learning to Hate" which looked at the escalating issue of violence in our society and how and why our children in NE Ohio learn to hate; "Dateline Cleveland: Final Approach" which looked at the planned airport expansion of Cleveland Hopkins airport and how it would impact the region; and "Dateline Cleveland: At the Crossroads" which examined the pending merger of two railroad systems in NE Ohio and the impact it would cast on Cleveland just to list a few.

These broadcasts have consistently been sought out by school systems and local agencies as resource tools in educating the public.

WKYC is selective with preemptions, but has preempted network for local specials including the Mayor's State of the City address, a county commissioners debate, education programming, health specials, coverage for large community events such as Race for the Cure, Cleveland National Air Show, as well as art/cultural specials such as the city's traditional Downtown Holiday Concert and Lighting Ceremony which attracts over 50,000 to Cleveland as well as the re-opening of a Cleveland landmark and home to the world-renowned Cleveland Orchestra Severance Hall.

WKYC has highlighted local high school football via a special segment called "Friday Night Fever" for the past ten years. As many as 45 area high school football games have been covered on our Friday night 11 PM broadcast. WKYC also has done on-going segments highlighting students who excel academically and as athletes called "player of the week" and segments called "coach of the week" that honor outstanding local high school football coaches. WKYC has a unique local programming partnership with the Cleveland Browns, which includes the market's only Coach's Show. WKYC has also done countless sports specials in conjunction with the Cleveland Indians and Cavaliers, as well as other sporting events such as the Cleveland marathon and 10K and Race for the Cure.

In 1998, WKYC worked with local experts to create "Golden Opportunities," a 30 minute

show which airs weekly on Sunday mornings as a niche program targeted at people over 50 and their families. The show presents news, information and entertainment segments and regularly gives viewers insights on the latest medical, health care, legal, monetary, lifestyle, family, travel, fitness and overall quality of life issues. The show is aimed at improving quality of life for the fast growing population, seniors, as well as helping people caught in the "sandwich" generation - taking care of their children and their elderly parents as well.

WKYC also has a partnership with the Cleveland Clinic, one of the premiere hospital systems in the world, to produce local specials that highlight medical treatments, breakthroughs and research. These award winning "Medical Miracle" shows began in 2001 and over 15 half-hour specials have been aired since then, usually three to four each year, and as many as six. Medical Miracle shows have been shown and highlighted nationally through the Cleveland Clinic Hospital Network as well. Medical Miracle shows have covered topics including, "Innovations in Orthopedics," "Breakthroughs in Surgery," "Great Voyages/New Medicines" which examined brain disorders and treatments, "Innovative Approaches in Ear, Nose & Throat Surgery," "Women's Wellness" and the latest "Medical Miracles: Conquering Heart Disease" aired on October 28, 2004.

WKYC also has established a strong relationship with local organizations such as the USO, US Marshals, FBI and Coast Guard to highlight military and security issues affecting NE Ohio. WKYC is involved with the Cleveland Council on World Affairs and through on-site events as well as countless news stories, WKYC works to raise awareness about the diversity and cultural wealth of NE Ohio.

Emergency Programming

WKYC's investment in weather forecasting personnel, training, equipment and technology is substantial. Weather is a key priority for WKYC. Our NE Ohio community is very affected by weather conditions and systems. It is imperative for us to help our viewers deal with severe weather as well as provide accurate and detailed daily forecasts. WKYC owns two Doppler radars, the first in the market to have one, one was purchased in 1992 and the more powerful X-Band radar was purchased in 2000. One of the Doppler radars we own is positioned on our building and scans the lakefront for severe weather from the North. The X-Band Doppler can track rain and snow precipitation with greater accuracy allowing our meteorologists to warn motorists and the community six minutes sooner than the National Weather Service. WKYC meteorologists also use Nexrad radar, through the National Weather Service to assist in storm prediction. WKYC has purchased storm tracker software to pinpoint severe weather into local neighborhoods and even down to street level. WKYC works in tandem with WTAM radio (10,000 Watt clear channel AM) on the IAlert school closing system which last year alerted viewers with students in over 300 schools and 250 large businesses as to weather related closings all in one morning when a winter blizzard dumped heavy snowfall. This IAlert system provides emergency weather and school information to four television stations and ten radio stations in NE Ohio. Also, as part of the Emergency Alert System, WKYC voluntarily participates in the national system to alert our local communities about the possibility of impending disasters and emergency situations.

WKYC local news has covered countless stories that deal with emergencies, weather, and traffic daily. WKYC's unique fugitive of the week segments which air on Monday nights, in collaboration with local US Marshall raise awareness in our communities of dangerous local criminals. In two years, WKYC's segments are directly responsible for the capture of

dozens of fugitives from our area. The US Marshal's office also has acknowledged that due in part to increased awareness from WKYC they have been able to captured thousands of fugitives these past two years. WKYC local news informs the community on alternate routes when highways are affected by accidents or construction. WKYC works with local Coast Guard officials regarding boating safety and Lake weather conditions as well.

WKYC was instrumental in bringing AMBER alert to NE Ohio. Under the leadership of WKYC, the Ohio Attorney General's office, the Cuyahoga County Emergency Management Services, and a broad coalition of local law enforcement, meetings were convened at WKYC-TV, and the NEOAA system was in place by October 2002. Eight legitimate Amber Alerts have been issued since that time, and in all those instances the abducted children were recovered quickly and safely. In one case a WKYC Channel 3 viewer saw the alert and recognized that the suspect and the child he had abducted had both just entered a neighboring apartment. In another, a WKYC viewer advised the suspected abductor he had just seen her on an Amber Alert broadcast and called authorities.

Political Programming

WKYC in collaboration with the City Club of Cleveland aired the County Commissioners Debate as well as the Mayor's State of the City address in May 2004. WKYC has partnered with WVIZ (the local PBS station) to air extended political coverage during election months.

WKYC's Senior Political Correspondent Tom Beres has been covering local and national politics for over 20 years. He has interviewed countless candidates, Presidents, Vice Presidents, council men/women, judges, school representatives, the Mayor, the Governor, etc. for use in our 29 hours of news per week.

In March of 2004, WKYC created a unique fifteen-minute segment, which airs every Sunday at 10:15 am to address local and national political issues. In addition, WKYC news has aired political stories almost daily for the past seven months. These pieces have covered voting concerns, information on registering, candidates visiting

Cleveland and NE Ohio, ballot issues such as Cleveland public schools, area levies, contested races and even parks and recreation issues. WVPX-TV 23 news has covered political issues, which affect the Akron/Canton communities for several months. Akron/Canton area specific levies have been profiled as well as school board candidates and key education issues for those neighborhoods. In addition, WKYC is hosting three phone banks in conjunction with the League of Women Voters of Cleveland. Held at the station these phone banks are a public service to the local community to raise awareness and answer questions regarding the upcoming November 2, 2004 elections. Those phone banks were held October 28, 29 and November 1, 2004.

WKYC also utilizes our partnerships with NBC, CNBC, MSNBC and USA Today to have correspondents report on convention and national campaign activity that affects our local community. WKYC has a strong relationship with Tim Russert (a local John Carroll University graduate) and utilizes his expertise in news commentary and promotional messages. WKYC airs Meet the Press and the Chris Matthews programs, aimed at our local political audience. WKYC.com is utilized to provide extensive voting results, information, locations for polling sites and links to election issue organizations such as the League of Women Voters Cleveland.

Civic, Cultural and Other Community–Responsive Programming

WKYC has been a leader in local event coverage for many years from our exclusive local programming partnership with the Cleveland Browns to city events including Downtown's Holiday Concerts and Lighting Ceremony, Pro Football Hall of Fame, Armed Forces, Holiday and various other parades, the re-opening of Severance Hall, home of the world renowned Cleveland Orchestra, Cleveland National Air Show, Playhouse Square theatrical productions and Jim Brickman concert specials, as well as many others.

In 1999, WKYC established a multi-year special endeavor called "Project Patriotism." It involved in-depth interviews with veterans of all wars, sponsorship of many veteran events including military balls and parades, a military job fair, support of the USO, a veterans benefit guide and many other elements which continue today. With the fifth largest concentration of veterans in the country located in Ohio, a state that usually hits all of its recruiting goals for active service branches, WKYC wanted to recognize their effort in service to our country. WKYC continues to do our Salute to Service holiday program, which invites families who have a loved one serving to come to the station to record a holiday greeting. WKYC also shipped DVDs all over the world and support the USO in its many efforts. In addition, WKYC helped to raise funding for the local American Legion Holiday Parade.

WKYC supports various public service organizations and issues with 40-50 public service announcements airing in any given week. WKYC is a major partner with the Susan G. Komen Breast Cancer Foundation NE Ohio Race for the Cure and Coats for Kids campaigns. Since joining forces with Race for the Cure six years ago, WKYC has helped to raise millions of dollars for breast cancer education, treatment and research (75% of that funding staying in our local communities). This year the annual campaign included news, production, programming, sales and promotional opportunities. In addition, Coats for Kids with WKYC's help has clothed over 135,000 area children since the station partnered with the campaign nine years ago.

WKYC airs America's Black Forum, Soul Train and other African American based entertainment programming totaling four hours a week. WKYC has aired the UNCF "Evening of Stars: A Celebration of Educational Excellence" telethons in past years. WKYC airs three hours of children's programming on Saturday mornings. WKYC airs a weekly 30 minute special Golden Opportunities on Sunday mornings geared to the 50+ audience. (See *creating programming section*.)

WKYC local newscasts air stories dealing with consumer issues via two investigative reporters and their teams who are dedicated to covering those concerns. Their investigations have prompted change in governmental systems and procedures as well as an increased awareness on crime, corruption and safety in our community.

WKYC has worked for several years with local military branches/outlets to address homeland security including several series of PSAs about safety on the lakeshore and after 9-11 increased safety/awareness messages and even before 9-11, WKYC established a connection with our Coast Guard to provide news with information about Lake Erie activity that could affect the public.

Music

WKYC has showcased local musical talent in our morning newscasts as well as through Studio 3 for many years. In 2004, an “American Idol” competition for local students was held on Studio 3. In addition to the singing competition, Studio 3 routinely has musical performers and singers on including a local jazz, R&B artist. Nationally recognized artists who began in Cleveland or who are from Cleveland stop back to perform on Studio 3. Pianist and singer Jim Brickman is one example. From his visit to Studio 3, the native Clevelander worked with Channel 3 to create a one-hour holiday special, which several Gannett stations across the US aired for their audiences as well.

Station Participation in Community Activities

WKYC is known as “the” local community television station in town. Our efforts on behalf of the non-profit community are exceptional. From a partnership with the Susan G. Komen Breast Cancer Foundation/Race for the Cure, which has been extremely successful, to organizations such as the American Red Cross, American Cancer Society, Dress for Success, Cleveland Sight Center, Diabetes Association, Cleveland Hearing and Speech, Boys & Girls Clubs of Cleveland, Browns Foundation, Big Brothers Big Sisters, Salvation Army, United Way, etc. etc. WKYC takes every opportunity to raise awareness about issues, promote fundraising events and highlight positive stories that these organizations can share through our newscasts, programming, website and in person through our facility.

WKYC’s management staff is active on many boards and committees that interact with community groups. Beginning with WKYC’s President and General Manager Brooke Sectorsky who is a member of the Executive Committee of the Downtown Cleveland Partnership, and serves as a Trustee of both the Cleveland Council on World Affairs and the Cleveland Zoological Society. He is a member of the Professional Advisory Board for the Kent State University School of Journalism and the advisory Committee for John Carroll University’s Department of Communications. He is on the Board of the American Red Cross Cleveland Chapter and is a Governor of the National Association of Television Arts and Sciences Cleveland Chapter. WKYC’s Director of Promotions is currently in Leadership Cleveland training and serves on the Board of Cleveland Hearing & Speech. WKYC’s morning news anchor is on the Board for the Leukemia and Lymphoma Society, Cleveland Chapter. WKYC’s Community Affairs Manager has participated in United Way Leadership training, is a member of the Jr. League of Cleveland and provides countless volunteer hours on many non-profit marketing/ community relations/public relations and media committees.

WKYC sponsored a Mayor’s health challenge, which screened over 4000 NE Ohioans for high cholesterol, diabetes and overall fitness over four days. WKYC’s health anchor is asked to participate in countless panels on media and medicine including presenting a graduation speech to nurses from a local college for the past three years. WKYC aired phone bank public service messages for the American Cancer Society for free skin cancer screenings and helped to secure 954 appointments in two days (our goal was 1000 free appointments).

One of WKYC’s most successful community activities this past year was a sponsored series of teen driving clinics in conjunction with a company that teaches high school students safe driving techniques. Over 500 students attended last year, and already there is a wait list of over 750 students for 2005. The email and voicemail response from parents has been outstanding.

Studio 3 interviews guests who discuss countless fundraisers in conjunction with local schools, community organizations and groups.

WKYC is very involved with education initiatives from programming that tackles tough issues to having a partner school in Greater Cleveland, John W. Raper Elementary for the past six years and supporting it through employee interaction as well as via financial and time contributions.

WKYC on-air talent participate in countless community appearances, from handing out coats at a Coats for Kids event, to serving food to those in need, to flipping pancakes for local United Way, to running in the Race for the Cure with a cell phone to give our special live day-of coverage great stories about survivors. WKYC on-air talent have read to children, attended graduation ceremonies and assemblies to encourage studying and attendance, bowled for kid's sake; the list goes on and on. In a given year, the on-air team attends hundreds of events and visits schools and organizations directly touching our community.

Over the years, WKYC has participated in hundreds of community events with a station presence including live shots and on-air talent including the Cleveland Home and Garden Show, Auto Show, Air Show, runs, walks, bowls, swims, country music festivals, Ribfest, KidsFest, again WKYC has touched hundreds of thousands of NE Ohioans.

WKYC through the generosity of the Gannett Foundation has helped over 60 local community organizations with significant grants for community services and programming including senior services, literacy programs, art projects, physical fitness campaigns, school training, health screenings, well as various educational mentoring/training programs for example, a program to teach young students to be aware of domestic violence.

WKYC provides station tours to hundreds of groups each year since we opened our facility in 2001, including school children, boy/girl scouts, senior groups, professional organizations, non-profits, boards, local school administrators, and many outreach organizations. WKYC's community room has hosted thousands of visitors from parents and children for teen driving classes to international visitors to Cleveland. WKYC's facility was designed to be an interactive element for our local community and it has done just that.

K*USA, Denver, Colorado

Local News

KUSA-TV is in the 18th largest market and produces 13 local newscasts or 32 hours of live news programming a week. We reach approximately 1 million households in a given week based the May 2004 sweeps. The emphasis of the coverage is local and state news, but we also include coverage of both national and international events/issues. We have more than 100 journalists in the news department and about 50 technicians in the engineering department. About 20% of our programming is committed to local news.

We also air several national/international news programs during the course of each broadcast week.

Web Site

We also provide news and information on our website. We have the number one website in Colorado due to very robust coverage of local news, weather, traffic and

sports. All stories featured in our newscast are posted on our website. In addition to the information from our live newscasts, the web offers the opportunity to post follow-up information such as making donations, adopting animals or how to volunteer.

Seniors offer up sexy calendar

Some senior citizens in Englewood, who are working to raise money, are raising a few eyebrows at the same time with their 2005 calendar. Sales from the Simonettes 2005 Calendar benefit the Simon Center Building Residence. If you would like to buy one, call 303-761-6200.

Sassy Simonettes**►Colie's Closet****Aired On: 10/24/2004**

Colie's Closet is a nonprofit organization providing financial assistance for professional treatment of depressed and suicidal individuals.

Colie's Closet website

Another important function of the website is to collect story ideas. We aggressively solicit story and programming ideas from viewers. During a typical week, approximately 30 stories are generated from viewer suggestions. This effort has been so successful, that for the last two years, we have devoted every night of July to feature story ideas directly from our viewers.

On the community section of our website, we provide a list of resources for the Latino, African American and Asian communities. It is our hope that this site serves to acknowledge their presence and importance to this area. We expect this site to be another source of news and entertainment, one where people can go for information, resources, contacts and ideas to help them in their life and/or business.

KUSA provided extensive political coverage on the website. A homepage button called "Decision 2004" led to information on the presidential race, local candidates, ballot initiatives, a Truth Test in Advertising and the Fair and Square test. The page was launched on March 25, 2004 and has received 132,000 page views up until October 28th.

Local Public Affairs

In 2004, KUSA-TV began producing a daily program called Colorado & Company. This is a daily hour-long magazine show about Colorado. Apart from business-sponsored segments, this program features the people behind Colorado's community groups, the events they organize and how viewers can be involved in their own community. For example, during the week of October 25th, the Denver Zoo, the Denver Museum of Nature and Science, Central City Opera House, the Dumb Friends League, and the Dairy Center for the Arts, all nonprofit organizations were featured during the program.

Every month in our newscasts, we air regularly scheduled segments that highlight important issues. On the first Thursday of the month we air a segment recognizing an extraordinary volunteer. On the second Thursday of the month we air a segment

recognizing an outstanding teacher. These segments promote the importance of volunteering and of the important role of our educators. These segments air in the 6am show and average 1:45 in length, longer than the average news story within a typical newscast.

Programming

The station participates in the Colorado Broadcasters Association's quarterly ascertainment meetings. The station also initiates additional ascertainment meetings with nonprofit agencies. For example, the station hosts a luncheon for all Gannett Foundation grant recipients. Immediately following the luncheon, the News Director holds an ascertainment meeting. Ideas, suggestions, and feedback are accepted and taken back into the newsroom. The station also supports an employee diversity committee. The committee invites key members of various community groups into the station to meet with station representatives. The focus is to open the lines of communication and to provide resources for all involved.

KUSA has preempted network programming in order to air locally produced programs of more interest to our local community. Below is a list of prime time preemptions:

Title	Date	Time	Program Pre-empted
9News on Assignment	Sat 3/20/04	9-10pm	SVU
Health Fair 25th Anniversary	Tue 4/6/04	7-7:30pm	Whoopi
John Elway Voice of a Legend	Fri 8/6/04	7-8pm	Dateline
Olympic Special	Thu 8/12/04	9-10pm	ER
9News on Assignment - Election	Sat 10/30/04	7-8pm	Scare Tactics
Parade of Lights	Fri 12/3/04	8-9pm	Dateline

Below is a list of daytime preemptions:

Thu 1/8/04 11am-12n State of the State - pre-empts Judge Judy
 Fri 1/23/04 6:30-7pm National Western Junior Livestock Auction - pre-empts ET
 Sat 1/31/04 6:30-7pm John Elway's Drive to Fame - pre-empts ET
 Sun 2/8/04 10:55-11:25pm John Elway's Drive to Fame repeat - pre-empts Cheers
 Sat 2/21/04 4-4:30pm 9Kids Who Care - pre-empts Hometown
 Sun 3/21/04 10:45-11:45pm 9News on Assignment repeat - pre-empts Cheers
 Sat 3/27/04 6-6:30pm CWK: The Big Hurt and 6:30-7pm CWK: Shattered - pre-empts ET
 Sat 4/17/04 6:30-7pm 9Health Fair 25th Anniversary Special - pre-empts ET
 Sat 5/22/04 4-4:30pm Kyle's Kritters - pre-empts Hometown
 Sat 5/29/04 6:30-7pm Veterans Special: Reflections of War - pre-empts ET
 Sat 6/26/04 6:30-7pm 9Who Care - pre-empts ET
 Sat 7/3/04 6-7pm Greeley Stampede Parade - pre-empts ET
 Sat 7/10/04 4-4:30pm 9Who Care repeat - pre-empts Hometown
 Sat 8/7/04 6-7pm Decision 2004: Senate Primary - pre-empts ET
 Sun 8/8/04 11:05pm-12:05am John Elway Voice of a Legend - pre-empts Cheers
 Sat 8/14/04 6-7pm Olympic Special - pre-empts ET
 Sat 9/4/04 6-6:30pm CWK: The Risk Within - pre-empts ET

Sun 9/5/04 4:30-5pm 9News Special Edition - pre-empts NBC Nightly News
Sat 9/25/04 6:30-7pm CWK: The Myth of Self Esteem - pre-empts ET
Sun 10/3/04 9-10:30am Race for the Cure - Meet the Press moved to 10:30am
Sat 10/9/04 6-7pm Decision 2004: Senate Debate - pre-empts ET
Sun 10/10/04 10:30-11:30am Decision 2004: Senate Debate repeat (no pre-empt)
Sat 10/16/04 4:30-5pm 9News Special Edition - pre-empts NBC Nightly News
Sat 10/23/04 6-7pm Decision 2004: Race for Congress - pre-empts ET
Sun 10/24/04 11:15pm-12:15am Decision 2004: Race for Congress repeat - pre-empts
Cheers & Your Total Health
Sun 10/31/04 11:15pm-12:15am 9News on Assignment Election Special - pre-empts
Cheers & Your Total Health
Fri 11/26/04 6:30-7pm Light the Lights - pre-empts ET
Sat 12/4/04 6:30-7pm Great by Eight: Power of Expectations - pre-empts ET

Emergency

In 2003, the station agreed to participate in the AMBER Alert Program.

Our newscasts include live events covered daily. We have been the critical information distribution system for residents in our viewing area during wildfires, tornadoes, blizzards and even large-scale sporting events. Our station was awarded the National Edward R. Murrow Award for coverage of the 2002 Colorado Wildfires. We were able to track the fire growth and warn residents about pending evacuations during 3 months of wildfires in Colorado. During the Blizzard of March 2003, our station was on the air with extended coverage for 3 days covering Denver and surrounding areas buried by 5-6 feet of snow. Transportation was completely shutdown in Denver and intersecting Interstate travel. Schools closed and nearly all commerce was at a standstill. Our station devoted hours of programming to information and instruction for viewers trying to handle the worst Blizzard in 100 years. Power outages became the most severe public threat and our station was a lifeline for many people trying to get to the power company for repairs.

KUSA has five ENG trucks and two digital satellite newsgathering DSNG trucks to cover any breaking news emergencies. We have Mountain and Northern Colorado bureaus to help us better meet the needs of those local communities. In addition to this, we have an HD helicopter to further our reach and reaction time to better deal with weather, traffic and breaking news.

KUSA owns a high-powered Doppler radar and has multiple weather computer systems to help analyze and project weather forecasts. We display this information within our newscasts and have automatic systems in place that allow us to immediately broadcast any warnings and watches that may impact our viewing area. We also provide this information on our website.

Political Programming

The 2004 US Senate race in Colorado became a highly visible and important race. On August 3rd the station hosted and aired a half hour live debate between the two democratic candidates. The republican candidates would not debate, however, the station offered to record each republican candidate for 15 minutes to address different issues. This effort was to inform the public prior to the primary election.

On October 9th the station produced and aired a one-hour debate between the democratic and republican candidates for US Senate. The format of the debate included questions from our political reporter, community members and a local class of 3rd graders. This format was very popular with our viewers.

The station also aired the three national presidential debates.

A new effort was put into practice in September, 2004 to solicit viewer feedback on the station's political reporting called the "Fair and Square Test." Here is what was posted on our website:

Voters want fair facts from the press as they try to learn more about the candidates and the issues that will shape the next 2-4 years in Colorado and America. We have many vigorous debates in our editorial discussions at 9News about fair and balanced coverage. While there is no format for covering political news, there must be every attempt at fairness, balance and documented accuracy. This year we want to invite you to be a part of our process. Each political story we produce will be subject to the "Fair and Square" test from viewers. By watching or reading these stories on 9News.com, you can click on the Fair and Square template to critique the story for fairness. We'll be posting the responses as well as airing a few on our Sunday morning newscast to be as transparent as possible about the story and the viewer reaction. We hope you'll participate in this new way to communicate with the reporters, anchors and producers at 9News about our political coverage.

Thanks in advance for being a part of the political process.

*Patti Dennis
VP/News
KUSA*

Our political reporter initiated a new "Truth Test" in advertising that reviewed all political ads throughout this election season. This effort to analyze important candidate races on a regular basis was very popular with viewers. Here is an example of what aired within our newscast and what was posted on the website:

Throughout this election season, 9News is holding those running political commercials on our station accountable for what they say. Today's truth test focuses on Colorado's U.S. Senate race. The ads in question are paid for by a number of outside, national committees, attacking Republican candidate Pete Coors. 9News looks at the most serious of their accusations.

QUOTE: *If Pete Coors has his way, the legal drinking age would be lowered to 18 and overnight, he'd have nearly 200,000 potential new customers.*

TRUTH: *This is true. The head of Coors Brewing did say on Meet the Press, if the issue of lowering the drinking age to 18 was on the Colorado ballot, he "would vote to lower the drinking age." [MSNBC Transcript](#) Coors did also say it would not be his "agenda."*

Starting in August with the primary election in Colorado, the news department included a segment on a political issue, a local campaign, voter registration efforts or a candidate in every newscast. In addition to the hundreds of segments leading up to election night,

the station planned for extensive coverage on Tuesday, November 2nd.

Community Responsive Programming

The station supports local community events through promotion and coverage. Within the station newscasts, approximately 2-3 hours a week are devoted to supporting community events, fundraisers, and programs. The following is a list of events that the station supports and/or organizes.

Race for the Cure- The station has been the sponsor for the Race for the Cure for more than eight years. In that time, the size of the Downtown race has grown from 6,000 to more than 63,000. We promote the race; produce as many as 12 Breast Cancer profiles each year, along with stories of courage, medical breakthroughs and hope. In 2002, 9News and Denver Chapter of the Susan G. Komen Foundation won the Susan G. Komen National Award for Breast Cancer Awareness.

9Cares...Colorado Shares is the largest one- day food, clothing, and toy drive in the state. 9News employees help collect and pack donations at various sites. The most recent Holiday Drive resulted in contributions of over \$57,000, 226 tons of non-perishable food, five truckloads of toys and 80 tons of clothing. All donated items are given out to the needy throughout the year. This year we are celebrating our 22nd year of this program...

The 9Health Fair promotes health awareness and encourages individuals to assume responsibility for their own health. The 9Health Fair is offered at more than 160 sites around the state. Over the past 25 years, thousands of lives have been saved due to our early detection, prevention, and the dynamic educational programming statewide.

9Who Care has been part of this community for 25years. We have recognized many people for making a difference in this community through their volunteer work. One winner a month is recognized within the newscast, on our website and at a special dinner held at the station in their honor. The station also gives \$900. in a cash donation to the charity of their choice.

9Teachers Who Care is a program designed to highlight the positive stories and outcomes that are happening in Colorado classrooms every day. 9Teachers Who Care profiles nine educators who are making a difference in our children's educational experiences. Nominations are solicited throughout the year. Each honoree receives recognition in our newscast, on our website and at an award ceremony at their school. This program has provided the educational community with positive exposure.

Stuff for Students is the largest school supply drive for low-income students in the state of Colorado. Our partner is the Salvation Army. Through promotion, a one-day collection event and barrels at various grocery stores and other locations, the station has collected enough supplies for over 50,000 students. Supplies are distributed to low-income students at five school districts across the Front Range.

Another effort to help those less fortunate was our 9Cares Colorado Shares Music Drive. Over 200 instruments were collected and distributed to three school districts: Denver, Aurora and Adams County. Instruments went to those students who could not afford to

buy or rent instruments, but who had a strong desire to play.

The 9News Senior Advisory Council began meeting to discuss current issues in the senior community four years ago. With members who represent various segments of the senior community, the Council acts as a resource to KUSA-TV's newsroom and the website. Senior Links is a section on the website that provides resources to people with aging parents and to seniors.

9News has been a long time supporter of the Hispanic Annual Salute. The mission of the Hispanic Annual Salute is to honor Hispanics committed to making a difference in their communities and in the lives of others through volunteer activities. The station produces and airs video tributes of the winners within our newscasts and at a special dinner.

9News supports Bayaud Industries, a nonprofit organization that assists the disabled find employment. Disabled employees are allowed to record and sell dubs of our newscasts. Bayaud keeps all money from the sale of the dubs; we do not collect anything from Bayaud.

Public Service Announcements

The station airs PSAs every week. Our most recent efforts include such topics as volunteerism, education, parenting, support for military services, meningitis awareness for college students/parents, adoption, conservation, voting, organ donation, emergency preparedness, pre-natal health, neighborhood watch, crime prevention, 9Kids Who Care, 9Teachers Who Care.

Music

The station supports local artists and musicians. Since 2001, the station has sponsored a weekend morning news segment called "Summer Concert Series." This weekly summer series features local musicians. They perform in segments within the newscast. The morning anchors interview the performers and promote their upcoming concert performances.

Artists and art exhibits are featured in newscasts. For example, on Sunday, October 24, 2004 the Museo de las Americas provided the station a bronze sculpture to help us promote their Mayan Ballgame Exhibit. The sculpture was used in our morning newscast and helped drive visitors to the exhibit.

Station Participation Community Activities

KUSA sponsors more than 40 community events a year. Our sponsorship covers neighborhood festivals, walks, dinners, balloon festivals, award programs and much more. Included is a partial list of local organizations that have been supported by the station:

Arthritis Foundation
Larimer Humane Society
Project Angel Heart
Douglas County Educational Foundation
National Brain Tumor Foundation

Denver Dumb Friends League
Old South Gaylord Memorial Day Weekend Festival
Susan G. Komen Foundation
West Metro Fire Rescue
Salon D'Arts
Colorado State High School Rodeo Finals
Cherri Blossom Festival
City of Aurora
Denver Rescue Mission
Mariachi Festival
Rocky Mountain Balloon Festival
Denver Zoo
Governor Summer Job Hunt Office
Salvation Army
Girl Scouts
Colorado Leadership Alliance

The station's sponsorship includes a listing on a calendar of upcoming events, which is broadcast Monday through Friday. This full screen graphic with an anchor announcement airs in our 5:00am and 4:00pm newscasts. We create the graphics and air a few weeks before the event.

Web Site support is also provided to nonprofit organizations. Links, logos and detailed information of fundraising events are posted on the "Community" section of the website. Here is an example of a recent posting:

It's hard to get out of bed early on a Saturday morning, unless you've got a reason. On November 6th you'll want to not only get up, but also run in memory of Josh and Gus during the Run For a Reason.

Both Gus MacDonald and Josh Gove died of Sudden Unexplained Death in Childhood syndrome. MacDonald was 18-months and Gove was only 15-months. SUDC occurs in children over the age of twelve months when the cause of death remains unexplained after thorough case investigation.

This year, their parents have organized a special run to remember the toddlers and to raise money to research SUDC. The first annual Josh and Gus's Run for a Reason will be on November 6, 2004.

The event will begin at 8:30 am with a 5K run in Clement Park in Littleton. There is also a 2K family fitness walk. Participants will be served a continental breakfast.

After the races there will be plenty of food and entertainment, including carnival games, prizes, bouncers, face painters, balloon twisters and a magic show by Ronald McDonald. Also there will be live music by Wrong Way and the Mustangs.

For more information or to register please click on the link.

Josh and Gus's Run for a Reason

When: Saturday November 6, 2004

At 8:30 am

Where: Clement Park, Littleton

Station executives support the community individually by serving on nonprofit boards. The following agencies/organizations have a KUSA-TV senior executive on the board of directors:

Project Angel Heart
The Women's Foundation of Colorado
The 9Health Fair
The Urban League of Colorado
University of Denver Alumni Association
9Who Care

KXTV-TV, Sacramento, California

Local News

KXTV (News10) Local News Investment:

News staff of 64 full-time employees and 5 part-time employees
1 satellite truck
5 microwave trucks
1 helicopter with camera system and live microwave
News bureau in Stockton

6 local newscasts daily weekdays – four and one-half hours daily total
5 local newscasts total for Saturday and Sunday – two and one half hours total

(All local newscasts are devoted primarily to local news. Less than 20% to national or international news.)

The key strategy for News10 is to cover local education, medicine, and family issues aggressively in addition to stories on all diversity issues. This strategy is unique to News10 in the Sacramento market.

News10.net is our local website devoted exclusively to local news and information. Our site offers full stories and streaming video on all local news we cover.

We include full weather and traffic coverage on our website.

We offer links to all the key websites connected with local news stories.

We ask for viewer input on our website in the selection of our Teacher of the Month and Student of the week candidates.

Emergency Programming

News10 is staffed seven days a week and prepared to offer full live coverage of any emergency situations such as weather, traffic or other major disasters where the public's safety and well being are at stake.

News10 provided continuous live coverage of the levee break at Jones Track on the Middle River, as one recent example.

News10 has its own live Doppler radar, an investment of \$750,000 in addition to a full weather data and graphics system with an estimated cost of \$300,000. This system includes 9 live weather monitoring stations in addition to the 4 stations available through the National Weather Service.

News10 also carries all EDS alerts covering Northern California. These alerts are primarily for weather conditions, hazardous road conditions as well as missing or abducted children. We also broadcast all Amber Alerts for missing or abducted children.

Political Programming

News10 provides extensive coverage of state and local campaigns, ballot issues and candidates.

On all non-presidential elections News10 has provided live, continuous coverage of election returns from 5pm through 11:35pm. During presidential elections, News10 offers live, local coverage on the hour and half-hour throughout the evening (times made available by ABC network).

During the California Recall Election, News10 carried two televised debates. The first debate was on 9/3/03 between candidates for governor followed by a one hour News10 Post-Debate Special Edition. We provided the same coverage of the second recall candidate debate on 9/24/03 offered by the California Broadcasters Association.

News10 reporters also traveled with all of the leading candidates in the recall campaign during their final week before the election. We covered the top four candidates for governor extensively during the 8 week recall campaign. We also offered extensive coverage of former Gov. Gray Davis and the whole issue of a recall election.

During the current presidential campaign, News10 has carried all the nationally televised debates and followed up on three of these debates with a local election special newscast covering issues in California – the only Sacramento station to offer local coverage after the debates.

News10 has reviewed nearly all of the ad campaigns and prepared “truth test” reports on the television campaign commercials, including those for the proposition questions.

We have also prepared full explanation reports on each of the proposition questions on the ballot, including what a “yes” vote and what a “no” vote will mean – just to further explain the complex issues. These reports have aired during our regular weekday newscasts.

News10.net also offers a complete and thorough voters guide that is also available to print out. This voter’s guide covers all the state and local races and

all ballot questions. The voter's guide election page was added to our website nearly 60 days before the Nov. 2 election.

On voter registration, we set up a link on our election page on news10.net so users could download a voter registration form.

FCC Survey Information

Civic, Cultural and Other Community-Responsive Programming –

News10 Teacher of the Year is a half-hour program produced by News10 to highlight 12 outstanding teachers in our viewing area. These 12 teachers are highlighted in news stories each month throughout the year and invited to an Award ceremony to be recognized. This half -hour program is produced from that evening's ceremony and the news stories that have aired all year-long.

News10 Go Red for Women supports the American Heart Association in their efforts to inform women of the dangers of heart disease. News10's Jennifer Smith provides news reports each month on women's heart issues and we run :30 PSA's with tips on keeping heart healthy. This is a year-long program.

California State Fair is a major event for our region. News10 is the main sponsor and provides 17 days of weather, news and HDTV experiences at our News10 Booth. We provide over 15,000 weather wall pictures with our viewers and an Air10 Helicopter wall and HDTV information tape.

News10 is a major supporter of Safetyville USA a community organization that educates kids on safety issues. We air PSA's to support Safetyville's Family Safety and Health Expo, Safetyville Taste of the City fundraiser and Safetyville Halloween Haunt.

We support Golden State Donor Services with local PSA's for organ donations. Our local PSA's have been so successful for the "African American" and "Baseball Kids Transplant Team for Life" spots, that we have been nominated for the Community Partner for Life" awards.

Our news coverage for Black History month is supported each February with Black Achievement spots that recognize African American leaders in our community.

News10 sponsors and supports small town community events and festivals that provide funds for the community and help showcase education efforts. We support the Ripon Almond Festival, Oakdale Chocolate Festival, Roseville Strawberry Festival, Bear Valley Music Festival, San Joaquin Heroes Breakfast and Modesto Kids Helping Kids night with PSA's and news coverage.

In 2004, the 50th Anniversary of Brown V. Board of Education was celebrated with a teen forum and education night by the Center for Creative Leadership. News10 was a major sponsor and contributed funding, volunteers as well as PSA's and a news story.

There are several community events that we lend our on-air PSA support to every year. They include for 2004, the Salvation Army fundraising luncheon, Father of the Year

Awards for American Diabetes Foundation, People Helping People Luncheon, Mix Laughs for Life for Breast Cancer, Safenight Sacramento for teens with the California Highway Patrol, Hoopalooza for the arts, Best of Broadway for the theater arts, Taste of Sacramento and the Children's Museum of Stockton.

Station participation in Community Activities

News10 developed several major community programs that we continue to give substantial support to with on air PSA's, news coverage as well as volunteer support throughout the years.

News10 Coats for Kids is extremely successful and collects over 35,000 coats for the Salvation Army each year.

News10 Blood donor day is one of the most successful blood drives in the country with over 2,000 pints donated in one day. A full day is dedicated to "live" news cut-ins and two-weeks of public service announcements leading up to the event. This year we launched a school supply program for the first time with the California Highway Patrol called Tools For Schools. We collected over 5,000 schools supplies for area elementary schools for the start of the school year.

Our education efforts are California Teachers Association award winning programs. We promote and air special news reports each month for Teacher of the Month, highlighting the significant impact that one teacher is making in our community. Our News10 Student of the Week program highlights students each week that excel in academics and civil service. We highlight What's Cool at School at area schools on a regular basis. We launched a Weather Wizard program and newspaper supplement with the local newspaper that teaches children about weather and math. This supplement is used each Tuesday in over 300 classrooms a year. We promote the program on our air each week with an "Ask Elissa" column.

Finally, our education efforts continue with supporting the Sacramento Public Library Summer reading program and LEED (Linking Education and Economic Development) with on-air PSA's and newscast mentions

Every single one of our community service projects, initiatives and programs are supported on the web with full page information and links to the services that these agencies provide.

We air an average of 50-100 PSA's a week for various other local non-profit organizations.

KSDK-TV, St. Louis, Missouri

Local News

- Local news is KSDK NewsChannel 5's **core product**.
- KSDK NewsChannel 5 is dedicated to serving the St. Louis community as expressed in the station's mission statement, "KSDK NewsChannel 5 'Where the News Comes First.' KSDK NewsChannel 5 will be **the** source for accurate news and information no matter the form our customers choose, 24/7." KSDK's

aggressive and traditionally strong journalism is practiced in the form of 34 weekly newscasts scheduled seven days a week.

- KSDK was the first station in the market to program news in the early morning and is still the only station to provide regularly scheduled morning news on both Saturdays and Sundays.
- Roughly 20% of the broadcast day at KSDK NewsChannel 5 is dedicated to newscasts.
- KSDK employs 95 full and part-time men and women in its News Department who are responsible for preparing and presenting its 4.5 hours of local news daily. The number represents 45% of the total employees at the station underscoring KSDK's commitment to the news product that airs seven days a week.
- As a further sign of our commitment, KSDK invests over \$8 million a year, a significant portion of its operating revenue, into its news product.
- ksdk.com, the station's website, was established in 2000 and provides updated news, weather, sports and community information twenty-four hours a day, seven days a week. The website is updated even more often than the station's regular newscasts and includes "live" weather radar providing the most up-to-the minute news and weather information.
- KSDK has adopted the same philosophy for its website as for its newscasts. KSDK NewsChannel 5 is "Where the News Comes First" and will be **the** source for news and information no matter the form our customers choose, 24/7.

Local Public Affairs

- With the significant amount of local news KSDK provides on a daily/weekly basis to our community, it gives us the ability and opportunity to cover all public affairs topics, issues and interviews with community, civic and political leaders. Regular attention to such topics, issues and leaders are addressed in our newscasts on a regular basis.

Selecting Programming

- KSDK conducts an annual research study that provides direction on what issues; topics and concerns are on the forefront of our community. This research is shared with the entire NewsChannel 5 staff, not just the news department. The research is used as we cover news and information for our community.
- KSDK conducts at least four sets of community focus groups annually specifically targeted to gathering further information about what our customers want to know and need to know in our news coverage.
- KSDK conducts regular on-air/online surveys through our platform, Survey St. Louis. These surveys give us timely information on concerns and opinions of our customers. The results of the surveys are shared with our customers both on-air and online.

Creating Programming

Show Me St. Louis – Celebrating its 10th on the air, *Show Me St. Louis* is St. Louis' only live, local entertainment and informational program of its kind, focusing on everything good going on in the St. Louis area. The show debuted September 5,

1995, and airs Monday through Friday in the 3-3:30 p.m. time period. The show is about St. Louis; the city and the surrounding area is the star of the show. The show is topical; it tells you what's happening, who's in town, where you can go, where you can take your family and your children, where to eat, where to shop, where to have fun. The show has made an art out of showing St. Louisans what's special, what's appetizing and what's current in their beloved hometown.

Programming Preemptions for Local Specials

KSDK preempts regularly scheduled syndicated and network programming for local programming that fits the KSDK brand; programming that is an extension of the KSDK brand; and programming that serves the needs and interests of our community. Examples of this in 2004 are as follows:

Show Me St. Louis Specials

- March 4, 2004 6:30-7 pm "Show Me St. Louis Presents Hairspray at the Fox"
- July 23, 2004 6:30-7 pm "Show Me St. Louis Presents River Splash."

Local Political Debate Programming

- July 20, 2004 7-8 p.m. KSDK aired the Missouri Governor's Debate prior to the Missouri Primary
- The debates between the two gubernatorial candidates for the general election were not held in St. Louis; however, KSDK streamed the debates live on ksdk.com and aired a delayed broadcast of the debates in late night time periods on October 18, 2004 and October 22, 2004.

Local Sports Programming

- July 27, 2004 7-8 p.m. "Prelude to an Open" This special provided a look into the Senior U.S. Open Championship held in St. Louis July 28-August 1, 2004. The Senior U.S. Open Championship event was one of the biggest news events of the week and made an impact on the St. Louis economy.
- Cardinal baseball special programming started with a pre-season special that aired the week before opening day and concluded with special programming surrounding the World Series as follows:
 - Cardinals: Wingin' It, Mar. 23, 2004 7-8pm
 - Cardinals: Chasing a Championship Oct. 4, 2004 7-8pm
 - Cardinals: Chasing a Championship Oct. 12, 2004 7-730pm
 - Cardinals: Chasing a Championship Oct. 22, 2004 7-8pm
 - Cardinals Pre-game Special Oct. 26-27, 2004 630-7pm
 - Cards Plus – a 15-minute re-cap of the respective night's game aired immediately following the conclusion of each home game during post-season
- Live coverage of the Olympic Women's Marathon Trials aired on Saturday, April 3, 2004

Other Programming

- Live coverage of "Race for the Cure" aired June 12, 2004 from 7-10 am

- “Olympic Centennial Celebration” – live coverage of the Olympic torch run in the St. Louis area aired on June 17, 2004 from 7:30-9 pm and culminated with the lighting of the torch in St. Louis’ Forest Park

Emergency Programming

- As the news leader in St. Louis, KSDK provides a timely and accurate source of news and information in all emergency situations. In addition to our daily, regularly scheduled newscasts that provide updated weather and traffic reports as well as stories on crime and the efforts to thwart it, it is our stated goal to bring accurate and up-to-the-minute information to our viewers as soon as possible when news happens.
- Weather is perhaps the best example of our dedication to keeping the community informed. When severe weather threatens, our four, full-time meteorologists are employed to forecast and interpret how that weather will affect our community. We have invested in the latest weather forecasting technology, comparable to the National Weather Service, including live, DOPPLER radar, to make our reports the most accurate in St. Louis. We immediately go on the air and break into programming to bring our viewers the latest word on threatening weather and regularly interrupt programming as needed, for severe conditions throughout our licensed coverage area.
- KSDK maintains the capability to broadcast live from throughout the licensed coverage area whenever the need arises. Five microwave-equipped vans, a satellite truck and a microwave-equipped helicopter with stabilized camera platform are available twenty-four hours a day, seven days a week for dispatch to any developing news story or community event deemed of interest for our viewers.
- KSDK participates with other local broadcasters and police agencies in a coordinated program for the location of abducted children. Dubbed “S.A.R.A.A.” in St. Louis (for St. Louis Area Regional Abduction Alert), it serves the same function as AMBER programs in other parts of the country. The system has been activated about a half dozen times since its inception and KSDK has been among the most dedicated broadcasters in getting out the message.
- KSDK is also a participating broadcaster in the EAS and performs weekly tests as scheduled to maintain its systems in readiness for broad-based dissemination of information in the event of a national or regional emergency.

Political Programming

- July 20, 2004 7-8 p.m. KSDK aired the Missouri Governor’s Debate prior to the Missouri Primary that was held August 3, 2004
- The debates between the two gubernatorial candidates for the general election were not held in St. Louis; however, KSDK streamed the debates live on ksdk.com and aired a delayed broadcast of the debates in late night time periods on October 18, 2004 and October 22, 2004.
- KSDK significantly covers local, state and political candidates and issues in our regularly scheduled newscasts. Prior to Missouri’s August 2004 primary elections, it was determined that Missouri would be a swing state in the general election. Given this, KSDK had significant coverage of the presidential candidates and members of their family and parties as they visited our market.

- On October 8, 2004, one of the three Presidential Debates was held at Washington University in St. Louis. While this debate was a nationally televised event, KSDK covered this event significantly in our local newscasts as well as expanded newscasts.
- ksd.com plays a significant part in our political coverage with its Decision 2004 section. This section contains robust information on candidates, issues, and other election-related material pertinent to our customers. In addition, ksd.com has provided live streaming of rallies and appearances of the presidential candidates as they visited the area. ksd.com has also provided live streaming of the governor's debates and provided links to live streaming of both the Democratic and Republican conventions.
- During this year's election, NewsChannel 5 ran voter PSA's to encourage viewers to get out and vote. These PSA's featured NBC celebrities and aired in all day parts.

Civic, Cultural and Other Community-Responsive Programming

- By nature of how KSDK covers news and information in our programming, all segments of the community receive recognition and attention. *Show Me St. Louis*, in particular, provides information directed specifically at women 25-54. *Show Me St. Louis* provides 2 ½ hours of informational programming per week airing live, Monday through Friday from 3:00-3:30 p.m.
- *Show Me St. Louis*, by nature of the description of the program, covers all the good news about St. Louis and the surrounding area. Included in the program is information on all events that are occurring, where you can shop, eat, take your family, take your children, new exhibits at such places as the Science Center, the Art Museum and many other venues open to the public.
- October 8, 2003 KSDK aired live on-air and streamed live on ksd.com a Homeland Security Town Hall meeting hosted by Homeland Security Secretary Tom Ridge.
- KSDK has specifically assigned two of its reporters to tackle investigative and consumer-complaint related issues. Topics of such reports have ranged from the discovery of arsenic laced lumber in local playgrounds to the removal of lead-tainted toys from area vending machines. In a community where healthcare services are the largest single employer, KSDK has dedicated a reporter to cover stories on medical breakthroughs and other health and fitness related items. Additionally, KSDK has a reporter dedicated to the education beat.

PSA Information

KSDK NewsChannel 5 is the voice of our community. We live and work by our station vision, which is as follows: The Passion to Lead, The Power to Inspire, The Privilege to Serve. Every day, our station broadcasts an average of almost 30 PSA messages of various lengths throughout the day. The value of that on-air schedule exceeded \$1.3 million dollars last year. This on-air time and value does not include content within news or programming nor does it include any efforts of our network, NBC.

Our PSA messages are diverse in nature and cover a wide variety of issues and topics. We air spots from national entities, but concentrate on local needs.

KSDK currently places emphasis on adoption and foster care by promotion of our station initiative, A Place To Call Home. We also focus PSA messages on our Volunteer 5 program, which features a different local non-profit entity every week.

We also remind women to do a breast self-exam each month through our stations Friend to Friend PSA campaign. We have led the charge locally with the United Way campaign, over delivering on our on-air commitments and helping raise record funds. We also promote the MDA telethon, once again exceeding expectations and recording record totals for research and local programs.

One project in particular is the Susan G. Komen St. Louis Race for the Cure. The specific dollar amount of that campaign surpassed \$250,000.00. Through on-air PSA's we were able to raise awareness of Breast Cancer and help in its prevention. We increased attendance for the race - over 51,000 people in the St. Louis area joined together in one place for this important event. Through our efforts we raised more than \$1.6 million dollars, the bulk of which will stay here in our market.

This past year we committed many resources to Celebrate 2004, and became the exclusive media partner of this non-profit organization. Celebrate 2004 is a program based on the observance of the 200th anniversary of the Lewis and Clark exploration, the World's Fair of 1904, and the first Olympic Games on American soil held here in St. Louis that same year. This yearlong commitment reminded our audience of our rich history and pointed toward many community events. Above all, this project celebrated the accomplishments and diversity of our area, and succeeded on many different levels.

Music

- *Show Me St. Louis* regularly schedules local artists to perform live on-air and gives them the opportunity to be interviewed. These performances occur weekly and consist of a variety of genres.
- In the summer and fall of 2004, KSDK's morning newscast, *Today in St. Louis*, scheduled weekly concert series. Each week was targeted to a different style and genre of music.

Station Participation in Community Activities

- For the past 6 years, NewsChannel 5 has sponsored the St. Louis Affiliate of the Susan G. Komen Breast Cancer Foundation Race for the Cure. This past June, we helped raise more than \$1.6 million for the fight against breast cancer with promotion, news stories and four hours of live coverage the day of the event. Almost 51,000 people participated in this year's race. Viewers could also learn more about the Race and breast cancer statistics on our website. NewsChannel 5 President and General Manager Lynn Beall are on the Komen St. Louis Community Advisory Board and Community Relations Project Manager Michelle Shockley is on the Komen St. Louis Board.
- NewsChannel 5 partnered with Celebrate 2004 for a yearlong celebration of St. Louis. This partnership included news stories about the celebrations, on-air promotion, live coverage of events and on-air talent speaking at their events. ksdk.com also had a feature page about all the activities.

- NewsChannel 5 sponsored the Bob Costas Gala for SSM Cardinal Glennon Children's Hospital. The sponsorship included on air promotion and stories about the event. The event was sold out. Lynn Beall also serves on the board.
- NewsChannel 5 was the television media partner for the American Heart Association's Heart Walk. The partnership included on-air promotion, news stories, same day coverage and a feature page on our website.
- For more than 15 years, NewsChannel 5 has sponsored the Salvation Army's Tree of Lights Campaign. This sponsorship includes three months of on-air promotion, news stories, a feature page on our website and on-air talent speaking at their events. This project has raised millions of dollars for St. Louis' needy.
- Each year, NewsChannel 5 participates in the United Way drive. We air PSA's asking people to give to the United Way. NewsChannel 5 also does news stories about agencies that have been helped. NewsChannel 5 also gives corporate and employee contributions. Lynn Beall serves on the United Way Women's Leadership Initiative Giving board. Marketing Director Jeff Winget serves on the United Way Marketing Board.
- NewsChannel 5 aired and promoted the Muscular Dystrophy Association Telethon. For the second year in a row, the MDA Telethon raised a record amount of money locally, \$1.8 million, and nationally, \$59.4 million.
- NewsChannel 5 sponsors the Mathews-Dickey Boys and Girls Club "Say Amen" banquet by providing promotional spots and on-air talent to speak at the event. Jeff Winget is on the Say Amen board. The money raised helps inner-city children at the club.
- NewsChannel 5 also sponsors the St. Louis American's Salute to Excellence in Education, Health and Business events. We provide them with video support for the event and emcees. These events honor African-Americans for their work in the specific areas.
- NewsChannel 5 sponsors the Mid-America Holiday Parade. We promote the parade, air it in its entirety and provide the hosts and reporters. The parade is put on by Christmas In St. Louis. Programming Director Rebecca Rahm serves on their board.
- NewsChannel 5 also sponsors the Great Forest Park Balloon Race. This fun, free event features more than 70 hot air balloons and draws more than 150,000 people.
- Other boards the station executives serve on ... Jeff Winget the NATAS Board of Governors; Michelle Shockley the Foster and Adoptive Care Coalition; Business Manager Julie Heskett Local No. 4 IBEW Pension Fund Board and General Sales Manager Mike Meara Missouri Broadcasters Association.
- Two years ago, NewsChannel 5 started an adoption project called "A Place to Call Home." We try to find permanent homes for the children in foster care. Three times a week, we feature children in the foster care system that are up for adoption. We also feature the children on our website. These children are the "harder-to-place" children, ages 6-years-old and older and sibling groups. We have helped place more than 50% of the children we've featured. We work with the Foster and Adoptive Care Coalition for this project. "A Place to Call Home" has received an Emmy Award and the National Association of Broadcasters Partnership Award. The project was also nominated for a National Community Service Emmy.

- For more than a decade, NewsChannel 5 has helped smaller non-profit organizations through Volunteer 5. Each week, a different non-profit is featured during our newscasts. Then the organization uses our phone banks to recruit volunteers for their upcoming events. Besides the news stories, each organization receives a week of on-air promotion and a web element. This program has raised millions of dollars in volunteer services.
- Friend to Friend is a NewsChannel 5 program that promotes breast self-exams. Each month, NewsChannel 5 runs PSA's reminding viewers to "call a friend and remind them to do a breast self exam." Viewers can also sign up for email reminders each month. On the 5th of each month, viewers are reminded in each newscast about the project.
- During this election year, NewsChannel 5 ran voter PSA's to encourage viewers to get out and vote. These PSA's featured NBC celebrities and were played in all day parts.
- NewsChannel 5's Window on St. Louis provides non-profits with a venue to tell viewers about their events. Each day on Today In St. Louis and Show Me St. Louis, organizations are invited to the window to tell viewers about their upcoming events which range from health fairs to family fun activities.
- Ask the Doctor is a health initiative. This project encourages viewers to email in their health questions to our medical reporter, Kay Quinn. She then does a story based on the question on the 5pm news. A separate 30-second spot runs with the question and answer. There is also a web feature page.
- NewsChannel 5 is very involved with education in our community. Various times throughout the year, Volunteer 5 features organizations dedicated to promoting education. This past year the University City Adult Education and Literacy Program recruited volunteers. KidsMart recruited volunteers and collected school supplies. Mathews-Dickey Boys and Girls Club recruited mentors for children. We have a veteran education reporter. Sharon Stevens has been reporting on education in St. Louis for the past ten years. She covers board meetings, PTA meetings, teacher strikes and unique programs in the school system. In the past year, Stevens has covered the unique operation of the St. Louis Public School District under a private management firm. This process was a first for St. Louis and for the nation. Stevens has also reported on school bond and tax election issues, closing the achievement gap and charter schools. This is just a small sample of the stories Stevens has covered on education. ksdk.com also has a featured section on education.
- As you've read above, ksdk.com compliments many of our station projects with a feature page. Our website has featured sections like Decision 2004. This section contains St. Louis metro area voter information about the candidates and issues on the ballot. ksdk.com also has a section about the flu, including where viewers can get vaccinations, how to identify flu symptoms and how to avoid the flu. "Bringing Up Baby" answers questions about childcare, parent checklists, kid-friendly restaurants, kid-friendly websites and much more.
- During the past year, NewsChannel 5 featured a story on cutting. This is a disorder that some young people have where they cut themselves. ksdk.com hosted a chat about this topic. It was so successful that people were chatting about the disorder for more than 6 hours.

WZZM-TV, Grand Rapids, Michigan

Local News

WZZM 13 has a more than 40 year investment in providing local news coverage in the Grand Rapids/Kalamazoo/Battle Creek television market. We provide 22 hours of local news each week. This year, in response to the growth of our community and our viewers' need for more information earlier in the morning, we expanded our morning news to two hours per day, starting at 5am. We consider ourselves a "multi-platform" source of news and information, so our website (wzzm13.com) is a major priority. We consider it just as important as the news coverage we provide on-air. Our reporters in the field are armed with camera phones and are calling in news stories for the website throughout the day. We also enrich our on-air coverage with additional material and information online, so our viewers can see the story on our newscasts and then go to our website for expanded coverage.

Local Public Affairs

In 2004, WZZM 13 created a new department called Local Programming. The first on-air product to come out of this department is called *Take Five Grand Rapids*. It is a five-day-a-week, live, local talk show that covers community news, public affairs and entertainment topics. It is a half-hour show, Monday through Friday at 5pm. The show explores and promotes issues and events from throughout the community. It is interactive. Viewers are given the opportunity to call in and talk with a variety of local experts on everything from gardening to health care. We begin the show each day with a "Topic of the Day," where we discuss the stories or issues people in the community may be discussing at the dinner table that night. Until now, there has never been an appropriate vehicle to explore community issues in-depth, give the local non-profit community a chance to tell their stories, or simply allow a local artist to perform on live television.

In addition to *Take Five*, WZZM 13 has several other opportunities for viewers to learn about local public affairs issues and events. We do a guest segment on our Weather Deck during the noon news each week, in which representatives from local non-profit organizations are invited to promote their programs and projects. We also have an on-air and online Community Calendar devoted to promoting non-profit organizations and events.

WZZM 13 is owned by Gannett, Inc., and as a result, we have a pool of money from the Gannett Foundation, which we distribute to various local non-profit organizations. We accept applications for funding three times each year and an internal committee decides which organizations should receive grants. We distributed more than \$30,000 in 2004.

Creating or Selecting Programming

WZZM 13 is constantly seeking ideas, advice and critique from our viewers. We hold what we call *13 Cares Forums* to hear from various community groups about what they have come to expect from a local television station. In October 2004, we met with the men and women who are going through the Grand Rapids Leadership Program sponsored by the Grand Rapids Chamber of Commerce. We solicited their thoughts on how we can better serve the community. We have met with community groups, non-profit organizations and service organizations over the years.

What kinds of stories do they want to see in our newscasts? What sort of involvement in the community do they expect from us? What are the issues important in their lives and the lives of their friends, family or co-workers? How can we better serve them? These are not just "exercises" in creating the perception that we care about what our viewers

want. We actually implement many of the ideas we hear in these forums. We even report to our viewers when we make a change or implement a new idea, telling them where we got the idea, and from whom.

Take Five Grand Rapids is another way that we interact regularly with our viewers. We solicit their ideas and feedback on a daily basis. Many of our segments come from ideas we receive through phone calls and emails. We even do a "Mailbag Segment" on the show, where we read viewers' comments, both good and bad. We have also done Focus Groups as we continue to develop and grow *Take Five Grand Rapids*. We wanted to hear from available television viewers what they want from a program at 5pm. We got lots of great feedback and will do another round of focus groups in 2005.

WZZM 13 has an exclusive method of polling our viewers on a regular basis. It is called Survey USA. We use this scientific polling method throughout the year, not just at election time. Whether we are asking our viewers who they want for president or what they think of a city's plan for a new downtown convention center, we find tremendous value in asking for their opinions.

Emergency Programming

WZZM 13 has an aggressive plan for covering breaking news stories or weather events when they happen. It includes coverage both on-air and online. Just this year, we had spring rains that caused severe flooding of homes, businesses and entire neighborhoods. There were many roads too dangerous to travel. People were evacuated and looking for places to stay. We did extensive coverage, both with live cut-ins and within our newscasts, providing vital information to our viewers. Several other fairly recent examples include a weather event involving "straight-line winds" that caused massive damage to homes and other property. There was also a chemical leak in Grand Rapids last year that caused the evacuation of nearby homes and businesses.

Because of our commitment to listen to our viewers, we know that weather is the number one topic they care about. This year, we upgraded our weather radar system, installing Ex-Rad, the most powerful radar system available. We can now pinpoint, with incredible accuracy, where a storm is, and at what time it will move into our area. It has greatly increased our ability to forecast and warn our viewers when severe weather threatens. In addition, we have installed a system called Wx-Warn, which allows us to "crawl" important weather information on the screen and show real-time animated radar. This minimizes the need to break into programming and yet share the very latest radar images and weather information. We also have assembled a network of "weather watchers," a group of weather enthusiasts (whom we train each year) who participate in our coverage with the situation warrants. They phone in and email reports from communities throughout our viewing area. We even have a mechanism through our website where they can send photographs to enhance our coverage.

We participate in both the Amber Alert program and the EAS system. With EAS, we monitor two radio stations in the area for weekly and once-monthly tests and we transmit our own weekly tests. We then re-broadcast the monthly test after it is received. We have developed a system to respond quickly to all Amber Alerts and have even worked with local authorities to improve the way in which alerts are transmitted and then cleared once a situation has been resolved.

Political Programming

We have made several offers to organize and air local debates in our community. The offer to debate was extended in 2000 to the candidates for U.S. Senate. Our offer was declined. In 2002, we offered a debate in Grand Rapids for the candidates for Governor. Our offer was declined. In both cases, we had assembled a network of radio and television stations from across Michigan. During the 2004 election, we extended the offer to all State House candidates in the DMA to present their platform on the air in 90 seconds in our news. Two-thirds, or 20 out of 30 candidates took us up on our offer.

Once again, our exclusive Survey USA has been an invaluable tool during elections. We are regularly polling viewers on their preferences. In the last gubernatorial race, the numbers and results we were reporting before the election were exactly as it turned out. We have done the same in 2004. We have also aggressively covered the presidential campaign, providing fair and balanced reporting and analysis. All local campaign events received coverage, often **live** coverage throughout the day. For example, campaign stops by President Bush and Senator John Kerry received live coverage both within and outside of our regular newscasts. Political Analyst Craig Ruff was also a regular participant in our newscasts, leading up to and after the election. The Michigan Association of Broadcasters worked on a pre-election campaign called "Your Vote is Your Voice," designed to motivate people to vote on Election Day. Per the MAB's request, we ran a series of PSAs on the Voice/Vote campaign leading up to the election.

Once again, all of our political coverage appears on our website as well as in our newscasts. We offer additional material on the website and drive viewers there for more information on both the issues and the candidates.

Civic, Cultural and Other Community-Responsive Programming

Take Five Grand Rapids is a female-focused program, addressing issues ranging from women's health and parenting to family, fitness and fashion. It is a five-day-a-week, half-hour show. We also do a project called Healing the Racial Divide, which addresses the issues of race and ethnicity confronting our community. After holding several community forums and doing two prime time programs exploring the racial divide in Western Michigan, we now do monthly reports in our 6pm newscast, following up on the many issues we have addressed over the past several years.

We have developed some wonderful partnerships with local cultural organizations and institutions. For example, in 2004/05 we are sponsoring three major exhibits coming to the Grand Rapids Public Museum (VanAndel Museum Center.) The partnership involves running promotional spots, news coverage and guest appearances on *Take Five Grand Rapids*.

We run a variety of PSAs on the air, with special attention paid to those with a local message. We have even **produced** several PSAs in the past year, one with a message about hunger and poverty. A second spot is regarding a health issue and we are working with a local non-profit agency to copy and distribute the spot for air at television stations throughout the country. We run an average of 855 (30-second) PSAs per month. In addition, WZZM 13 promotes several long-term community projects that address various issues challenging our community. *13 Food for Families* is a project to create awareness for hunger and re-stock area food pantries during the critical summer months. *13 Friends for Life* is a year-round breast cancer awareness project. *Toys for Tots* is an annual drive in November and December to collect toys for needy families. *13 Healthy Heart* addresses the issue of heart disease as the number one killer of women.

All of these projects are supported with a series of promotional messages, both online and on the air.

In recent years, we recognized the increased demands being placed on social service agencies and the growing strain on a relatively small pool of potential donors. So we set aside a portion of our promotional time to air what we call "Community IDs," short spots that run in all dayparts, promoting the work and the events of various non-profit agencies. It has been fun to be able to say "yes" a whole lot more than we used to when asked by these agencies for promotional help.

WZZM13 is also committed to addressing other community issues. "13 On Your Side," "Try It Before You Buy It," and "Super Savers" are all consumer-oriented segments done weekly by our full-time consumer reporter. And, as previously mentioned, our station's community projects address the issues of hunger and poverty, breast cancer and heart disease.

Music

WZZM 13 provides on-air opportunities for local artists (and arts organizations) to be promoted and interviewed. *Take Five Grand Rapids* is the perfect vehicle. We regularly have local bands and artists perform live in our studio. For example, all summer long, on Wednesdays, we had live reports and performances from a popular concert series in downtown Grand Rapids called "Blues on the Mall." We are not afraid to divert from the mainstream and share with our viewers various lesser-known genres. For example, we have had in-studio performances from Opera Grand Rapids, the Grand Rapids Symphony, Master Arts Theatre, a local family blue-grass group, and many, many others.

Station Participation in Community Activities

WZZM 13 has a well-deserved reputation as the "Community Station" in Grand Rapids. The non-profit community considers us the "go-to" station when it comes to supporting and promoting their events. When the Salvation Army wanted to launch a program to support local families whose loved ones are serving in the Gulf War or other overseas military operations, they came to us. When the Grand Rapids Chamber of Commerce wanted to make the issue of diversity one of their three main focal areas, they asked a member of our executive team to serve on the committee charged with that work. When the American Heart Association was planning their biggest annual fundraiser, they wanted WZZM 13 to help. We are asked nearly every day for some sort of help in making West Michigan a better, stronger community and we pitch in whenever possible.

The message about our responsibility to serve the community comes from the top down. WZZM 13 President and General Manager Janet Mason has served on the boards of directors of various non-profit and community agencies, from the Greater Grand Rapids YMCA to the Grand Rapids Economic Club. Members of her executive team also volunteer and serve on many boards and committees within the community.

We are not afraid to go out on our own when the need is pressing or the issue is right. We have held several on-air telethons to raise money for the American Red Cross since the 9/11 disaster. We encourage self-exams as a means for early detection of breast cancer with our *13 Friends for Life* campaign. We share the warning signs of heart disease through *13 Healthy Heart*. We encourage racial reconciliation through our *Healing the Racial Divide* project.

The “beat system” within our News Department is designed to give voice to a variety of important community issues. We have a full-time education reporter who covers everything from school board meetings to teacher contract negotiations. We also have a faith and diversity reporter dedicated to covering the important issues related to religion, race and ethnicity.

All of our community efforts are supported by rich content on our website. We offer everything from story archives (Healing the Racial Divide) to drop-off sites for food donations (13 Food for Families.) If it’s a project that’s important to us as a station, it’s important enough to receive prominent attention on our website.

WGRZ-TV, Buffalo, NY

LOCAL NEWS

- We produce over twenty-two and a half hours per week of regularly scheduled local news programming. We’ve recently added two and half hours of news programming per week with an additional 5:30pm newscast. Twenty percent of our daily programming is devoted to local news.
- An estimated 90% of the content on our website is devoted to local news and information. It is updated constantly with the latest news and weather to meet our community needs.
- Our newscasts are filled with views from both/all sides of issues concerning our community. We run a half hour weekly news show devoted to giving different perspectives on the weeks most important community issues.

LOCAL PUBLIC AFFAIRS

- Every first Sunday of the month we air a local religious program, “Kaleidoscope”. This program is produced in our studios and involves various people representing a wide spectrum of religious beliefs.
- “Common Ground”, a one half hour, public affairs show, airs weekly on Saturday mornings. “Common Ground” addresses issues that directly affect the people in Western New York. Local events are highlighted and focus is given to community leaders to address issues that affect our local economic conditions.

CREATING OR SELECTING PROGRAMMING

- We have held “Open House” receptions, inviting representatives from the African/American and Hispanic communities to help us ascertain what issues and programs are of greatest importance in meeting the needs and challenges of our diverse community.
- In August 2004 we held a “2 On Your Side” Town Hall Meeting, “Saving our Streets”. This meeting was aimed at addressing violence in our neighborhoods. The community was invited to speak directly to the leaders of Buffalo including the mayor, chief of police, etc., about the problems of and solutions to the violence on our streets. The meeting was held at a local church in the heart of the affected community. Members of the clergy, community leaders, parents, educators and students participated. This televised meeting was very successful and we provided follow-up information on our website.

- We work with a local community group throughout the year, helping to produce their annual Juneteenth Celebration. A thirty minute special is produced and aired that provides our viewers with information associated with Juneteenth.
- October 28, 2004 programming between 2:30 and 4:00pm was preempted in order for us to broadcast live coverage of the installation of Buffalo's new bishop.

EMERGENCY PROGRAMMING

- We played a very important role of informing the community during the U.S. Northeast blackout in 2003, preempting regularly scheduled programming to give updates on the situation.
- We provide emergency weather coverage.
- We partner with Metro Traffic to provide information during traffic emergencies.
- We have invested two million dollars in ENG and Weather forecasting equipment in order to provide round the clock emergency information. We have the most powerful local radar system of all the broadcasters in the market.
- We participate in both EAS and AMBER as a monitoring station.

POLITICAL PROGRAMMING

- During the senate race of 2002, regular programming was preempted in order to broadcast live debates between the candidates for Senator from New York.
- During the 2004 election we have simulcast on our website debates between candidates for congress, Nancy Naples and Brian Higgins.
- For four weeks leading up to the election, we have held candidates' forums devoted to airing candidates' platforms, on "Common Ground" our weekly public service program. We carried network coverage of the two national conventions.
- We have enhanced news stories describing voter registration procedures as well as demonstrating voting machines; these stories are also described in detail on our website.

CIVIC, CULTURAL AND OTHER COMMUNITY-RESPONSIVE PROGRAMMING

- We cover and promote the Erie County Fair which runs for two weeks in August each year.
- The first Sunday of each month we produce and air "Kaleidoscope", a local religious program, representing a wide spectrum of religious beliefs.
- We air weekly, "Common Ground", a program that addresses issues that directly affect the people of Western New York.
- Annually, we air the MDA Telethon, and the Kids Escaping Drugs (KED) telethon.
- Also highly successful are our annual campaigns to benefit Kids Escaping Drugs (KED), a local rehabilitation center dedicated to helping teenagers overcome substance abuse. WGRZ aired 84 (:30) announcements to promote SkiScape, a winter fundraiser for KED. On air announcements for War's yearly KED telethon numbered 152. In summer, KED fundraising activities get on air attention through our spots for the Erie County Fair, and in the fall, their Halloween fundraising event - each of which get a heavy 8 to 10 day schedule of on air announcements.
- Our Muscular Dystrophy Telethon in August received 62 spots.

- Our campaign spots for the Susan G. Komen Race for the Cure (Breast Cancer) totaled over 340. Each year we create local spots in support of United Way Community Care, the United Way Community Hero Award, the Food Bank of Western New York, and the American Heart Association, all local.
- WGRZ airs no-charge PSA's for local cultural institutions as well, including year-long campaigns for the Distinguished Speakers series at the University of Buffalo and the Irish Classical Theatre Company; one time events for cultural such as the Buffalo Philharmonic Orchestra, Karibana Caribbean Festival, SABAH, Black History Month, and Winterfest (a celebration of Buffalo's snow) all produced at the station.
- In 2003 and 2004 we provided no charge spots for the holiday time Festival of Trees fundraiser for Women and Children's' Hospital, the Buffalo Museum of Science fundraiser, the Asthma Walk, the 100 Club of Buffalo, a non-profit organization to provide some financial relief to families who have lost a provider -- firefighter, police or trooper-killed in the line of duty. We also ran at least one to two weeks of 4 to 6 no-charge announcements per day for these events: The Benjamin Banneker Awards (financial scholarships for gifted African-American students); Rock for Food (a local Food Bank benefit); the Gus Macker Basketball Tournament (fundraiser for children with cancer); The Diabetes Expo; and the Election Connection - a program WGRZ helps publicize, to educate middle and high school students on how they can be part of the election process.
- We air "Buddy Check 2", a breast cancer awareness campaign; and "Healthy 2 Day", which promotes good health habits and awareness.
- We air a minimum of four PSA's per day, Monday through Friday and eight per day Saturday and Sunday.
- In 2003, WGRZ aired more than 8,800 PSA's. All PSA's on our schedule address issues of local concern, but special attention should be called to our "Community Billboard", a weekly updated custom-taped spa, which solely features local events and fundraisers. Over twenty-eight hundred of these thirty second spots ran during the year, airing in such programming as our popular morning news show, our 4:00pm afternoon program (the Montel Williams Show), and during the Saturday Today show.
- Utilizing our "2 On Your Side" brand, as well as our Consumer Reporter, we cover issues affecting the local community, giving our viewers a place to turn to for help with consumer rip-offs, safety, etc.
- Annually, we have live coverage of "Curtain Up", the official start of the theatre season.

MUSIC

- In 2003 and again in 2004 we are featuring young artists on our morning "DayBreak" show, in an effort to determine Western New York's "Most Talented Child". Parents are invited to send in tapes of their talented child and after a selection process, the selected individuals are invited to perform on "DayBreak" with viewers voting for the most talented.

STATION PARTICIPATION IN COMMUNITY ACTIVITIES

- We produce and air the "Kids Escaping Drugs" telethon; we produce and air a special for Juneteenth each year during Black History Month.

- We air the MDA Telethon.
- WGRZ raises funds and awareness for the WNY Food Bank with our "Food 2 Families" campaign. We initiated "2 Pack a Back Pack", helping collect school supplies for children in need.
- Every year WGRZ Staff members collectively "adopt" a family, providing, food, gifts and clothing for a needy family. The local Children and Families Association choose the anonymous family.
- We have staff members, including executives, sitting on boards of different non-profit and charity groups including, the United Way, Muscular Dystrophy Association, Hunter's Hope, Alzheimer's, etc.
Our on-air talent participates in the majority of the events listed above, as Masters of Ceremony and making appearances. They also attend scores of other events in the community.
- We put a major station effort involving numerous staffers and events team members into these community activities: SkiScape, the Susan G. Komen Race for the Cure, the Kids Escaping Drugs Telethon, the Gus Macker Tournament, Juneteenth, Taste of Buffalo, 2 Pack a Backpack, the Jerry Lewis Muscular Dystrophy Telethon, Galleria of Treats, and Food 2 Families. Headed up by our news department, in 2004, WGRZ called together, publicized and held a town hall meeting, "S.O.S. - Saving Our Streets" to address youth violence and murder on our city streets.

WFMY-TV, Greensboro/Winston-Salem/High Point, North Carolina

Gifts 2 Read

WFMY News 2 conducted its annual Gifts 2 Read program once again last December (2003) and collected over 2,500 books for underprivileged children in the Greensboro/Guilford County area. The 2004 Gifts 2 Read program kicks off November 25 and runs through December 24, 2004.

2004 Souper Bowl Party

WFMY News 2 hosted a Souper Bowl party for Greensboro's less fortunate. Greensboro Urban Ministry brought people from the Weaver House night shelter; families Pathways Temporary housing, and families from Partnership Village to Greensboro's Empire Room for a first class super bowl party. More than 150 guests viewed the game broadcast on three HDTV television sets, and on a large screen projector TV. They were treated to a pizza and dessert party. Their happy faces and sentiments expressed in thank you cards sent to us were all the thanks we needed!

2004 WFMY News 2 Scavenger Hunts

On February 5, the first WFMY News 2 scavenger hunt took place. Five members of the staff, representing 5 departments in the television station, set out to meet some of our viewers. They had clues that directed them to various locations; a home; a daycare; a community group; a sandwich shop; and a local gym. The group had the opportunity to talk to the people they visited about local news. They asked the people they visited about the important issues concerning them and their community, and asked for their opinions about

local news. The group brought back useful information from the people they visited and made a presentation to the whole staff. The purpose of the scavenger group is to get to know our viewers and to help make WFMY News 2 better for the community. We have now concluded 4 of the 5 scavenger hunts within different areas of our market that we planned for 2004. The 5th hunt takes place in December 2004.

Food 2 Families/Scouting for Food

WFMY conducted its annual Food 2 Families campaign in conjunction with the Boy Scouts' program Scouting for Food. On February 8, 2004, scouts from the Old North State Council and Old Hickory Council Boy Scouts Councils set out to deliver plastic bags to homes across the WFMY News 2 viewing area. Then on February 14, they returned to these homes to pick up the filled bags of food. Also First Citizens Bank branches collected nonperishable food February 17-March 5 as part of our Food 2 Families campaign. The total amount of food collected for Food 2 Families and Scouting for Food was 132,763 pounds. This was a new record! All food is distributed through the Greensboro Urban Ministry, Second Harvest Food Bank and other nonprofit organizations that serve those in need. Food 2 Families was launched as a major station project in 1992.

The Human Race

WFMY News 2 partnered with the Volunteer Center during the 10th anniversary of the Human Race. Over 4,500 people came out to celebrate, helping to raise over \$250,000 for 123 different nonprofits. The Human Race is a community fundraising event for nonprofit organizations. The event features a 5K walk and TAC certified run. Participants come together to walk, run or even roll the route! Organizations and businesses recruit walkers and runners to collect funds for their chosen cause. Participating organizations receive 75-85% of money collected and the Volunteer Center receives the remaining percentage to continue mobilizing volunteers to address community needs in Greensboro. The more they raise, the more they keep. It's a race where everybody wins!

Leadership Greensboro Food Drive

Leadership Greensboro Seniors and WFMY News 2's Food 2 Families partnered to collect food for Greensboro Urban Ministry's emergency needs. On March 26-27, 2004, volunteers from area churches and organizations collected food at the more than 40 grocery stores in Greensboro. Over 44,000 pounds of nonperishable food was collected to support the emergency food programs of Greensboro Urban Ministry.

WFMY News 2/UBS Habitat for Humanity House

WFMY News 2 partnered with UBS Financial Services to build a Habitat for Humanity house in 2004. A three-day blitz kicked off on April 1 at Stonegate Crossing in Greensboro. Throughout the build, WFMY News 2 employees and UBS Financial Services employees alternated on weekends to build the house, sometimes working together to ensure there were enough people to complete the assigned tasks for the weekend. WFMY employees provided over 1,000 volunteer hours toward this build. Coverage of the build and volunteer information about Habitat For Humanity was shared with viewers throughout the months of April, May, and June. The house was completed and dedicated on July 10. Then on July 13, 2004 WFMY News 2 aired a special documentary of the Habitat house that was built for the Ali-Elneel family. This particular

Habitat house was a special build because the family has a 7-year old daughter who is a quadriplegic. The house is wheel-chair accessible and has a fourth bedroom built just for her.

Broadcast Development Program

WFMY's annual Broadcast Development program was held on April 22-23, 2004, at our studio location. The 12 participants were college sophomores and juniors selected by their professors from 6 local colleges or universities. During the two days, the students had the opportunity to learn about the career opportunities in television. They spent time with all departments and left with an understanding of the operation of a broadcast television station.

Career On Wheels

On April 23rd WFMY News 2 participated in 2004 Career on Wheels at Oakwood Elementary School in Caswell County. Volunteers were asked to bring their vehicle used in their particular job and share information about the importance of the vehicle in getting their respective jobs done. WFMY News 2 sent its SNG truck along with an engineering technician and photojournalist. They spent 3 hours demonstrating the truck to the students at the school.

Face to Face: Dealing with Prejudice and Discrimination

Throughout April and May 2004, WFMY News 2 partnered with the National Conference of Community and Justice and the Greensboro Children's Museum to present the exhibit "Face to Face." This traveling exhibit offered parents/caregivers/children visiting the museum the opportunity for a dynamic, safe and appropriate forum to begin discussions on prejudice and discrimination. Face to Face provides a multi-media, interactive experience that enables children and parents/caregivers to recognize and respond to prejudice and discrimination encountered in daily life. Age appropriate components allowed them to explore issues such as stereotyping, name-calling, exclusion and self-identity in a safe environment that empowers kids to handle difficult situations with confidence. WFMY News 2 produced and aired public service announcements valued at \$12,000 informing the community of this exhibit. We also provided news coverage.

Stamp Out Hunger Food Drive

WFMY News 2 partnered with the US Postal Service and National Association of letter Carriers to conduct the 2004 Annual Stamp Out Hunger Food Drive. News anchor Kent Bates was an honorary letter carrier and helped out with the eleventh annual event. Just in Greensboro, postal workers estimated collecting 80,000 pounds of food. On the national level, carriers picked up more than 70million pounds of food, setting a new record.

American Heart & Stroke Walk

WFMY News 2 partnered with the American Heart Association as the exclusive television sponsor of its 2004 Annual Heart & Stroke Walk. This event was held on June 12th at Greensboro's Country Park. More than 1,600 participants raised over \$232,500 for the event, hitting a new record and surpassing the goal of \$225,000. This was an increase of \$52,188 in new money over last year's event. These funds help to aid research grants for

heart disease and stroke, as well as provide education about heart disease and its prevention. WFMY News 2 employees participated in the walk and raised more than \$3,500 toward the goal. Public service announcements were produced and aired, encouraging viewers to participate in the American Heart & Stroke Walk. WFMY News 2 has already agreed to be the exclusive television sponsor of the 2005 American Heart & Stroke Walk to be held on June 11, 2005.

Fun Fourth Celebration

WFMY News 2 was the official television station sponsor for Greensboro's 2004 Fun Fourth celebration. The community was encouraged to participate in a number of events to celebrate the 4th. Events included road races, a parade, and downtown street festival. A spectacular fireworks display concluded the events on July 6th. WFMY News 2 produced promotional spots that aired leading up to the events.

Tools for School

From July 26 through August 15, 2004, WFMY News 2 conducted its annual Tools for School campaign with collection sites at 15 area Wal-Mart stores in our market area. Thousands of children received the necessary school supplies to get their school year started off right. Volunteers from the school systems helped collect the school supplies for distribution in their respective schools. The Good Morning Show provided live cut-ins during the kickoff and on the last day of the campaign. Public service announcements were produced and aired by WFMY News 2 valued at more than \$27,000, encouraging folks to participate. News 2 provided coverage and daily reminders during newscasts. Tools for School was created and originally launched by WFMY News 2 in 1996.

2 Those Who Care Service to the Piedmont Awards Program

From 8-9pm on August 24, 2004, WFMY News 2 honored 10 outstanding volunteers of the Piedmont (our DMA) during the 17th Annual 2 Those Who Care - Service to the Piedmont awards program. This one-hour live broadcast highlighted the works of these 10 unsung heroes. Proceeds from the black-tie-optional banquet benefited Be Active North Carolina, Inc., a 501(c)(3) nonprofit organization that is bringing awareness to North Carolina's obesity epidemic and encouraging increased physical activity and promoting healthy lifestyles among all North Carolinians through developed programs. This year's dinner raised \$30,585 and brought priceless exposure to Be Active North Carolina. We have a 3-year partnership with this nonprofit organization to work to make a positive difference for those who are obese.

United Way of Greater Greensboro Campaign Kickoff

On September 13, 2004, WFMY News 2 participated in the annual campaign kickoff for the United Way of Greater Greensboro. Staff served as volunteers on the Special Events committee, and News 2 anchor, Tanya Rivera served as emcee for the event held at the University of North Carolina at Greensboro. The community was invited to a carnival for food and fun.

Emergency Food-Sharing Drive

On September 17-18, 2004, WFMY News 2 participated in the Emergency Food Sharing Food Drive to benefit the Greensboro Urban Ministry. The semi-annual food drive

sponsored by Leadership Greensboro Seniors and Food 2 Families helped to collect more than 46,448 pounds of nonperishable food. All food is used by Greensboro Urban Ministry in its emergency food assistance programs. All of Greensboro's major grocery store chains participated in this two-day drive.

Crop Walk

WFMY News 2 sponsored the annual CROP Walk here in Greensboro on October 10, 2004. WFMY News 2 Sports Anchor/Director Greg Kerr served as honorary chairman. Over \$192,000 was collected with more than 5,000 walkers participating. The CROP Walk also collected more than 2,000 pounds of food for our Food 2 Families campaign.

2 Wants to Know: Call For Action

WFMY News 2 has partnered with the national Call For Action organization by having our own local panel of Call For Action volunteers who help viewers solve their consumer problems. To date, over \$1,000,000 in hard cash has been recovered for viewers who were wronged. Our Call For Action team leader Velma Speight-Buford is also now on the national Call For Action Board. WFMY News 2 also holds ascertainment meetings with our Call For Action volunteer team to listen to the problems/issues/concerns that they have gathered from the viewers who call. This helps us to focus our daily news coverage.

AMBER Alerts

WFMY News 2 actively participates in the local AMBER Alert program.

Public Service Announcements

WFMY News 2 aired public service announcements in 2003 valued at about \$300,000. This does not include the "public service" content provided during our 31 hours of local news per week.

Gannett Foundation Grants Awarded to Local Nonprofits by WFMY News 2

Each year WFMY News 2 receives a generous allocation of Gannett Foundation monies to award grants to local nonprofits. Nonprofits apply for these grants through an application process and WFMY determines how best to allocate its share of the Foundation monies.

Nonprofit Board Representation and Community Volunteerism

WFMY News 2 encourages and supports its managers and staff being involved as volunteers in our local communities and nonprofit organizations.

Political Coverage

WFMY News 2 developed an in-depth Campaign 2004 Election section on our website at WFMYNews2.com. This special section includes all local races, candidates, issues, positions and background information. We are currently airing a PSA to encourage voting on November 2. WFMY has aired all Presidential and Vice Presidential debates live, the U.S. Senate debate between Bowles and Burr live, and the Gubernatorial

debate between Easley and Ballantine live. WFMY News 2 Anchor Kent Bates has moderated two local school board candidate forums as well as traveling to Cleveland, Ohio, to cover the Vice Presidential debate between Cheney and Edwards. Political coverage of Presidential and Vice Presidential candidate visits to North Carolina has been included in our local newscasts. Specific political referendums/issues have also been covered in our local newscasts. WFMY News 2 will continue to provide political coverage of Campaign 2004 through the end results, however long that takes.

SPECIAL RECOGNITION, HONORS AND AWARDS

Greater Greensboro Communities In Schools Champions Cup Award

Greater Greensboro Communities In Schools presented WFMY News 2 the Champions Cup award at the annual Student Awards Luncheon on April 29, 2004. This award was presented for WFMY's uplifting support of children and schools.

American Red Cross - Annual Volunteer Appreciation Dinner

The Greensboro Chapter of the American Red Cross held its annual volunteer appreciation dinner on May 11, 2004. They recognized WFMY News 2 for its participation in promoting the December 2003 - Holiday Blood and Marrow Drive. (WFMY News 2's 40th Annual Holiday Blood Drive will be held December 14, 2004.)

The National Committee For Employer Support of the Guard and Reserve

WFMY News 2 was recognized as a "Patriotic Employer" for contributing to national security and protecting liberty and freedom by supporting employee participation in America's National Guard and Reserve Force. Our Research Director, Jay Misiano, remains on active duty in Iraq. WFMY's staff sends Jay monthly "care" boxes for him and his unit.

The Good Neighbor Award

WFMY News 2 received The Good Neighbor Award by the American Red Cross for having made significant humanitarian contributions in support of Marines and Sailors stationed at Camp Lejeune, North Carolina. This was for the support and delivery of comfort kits.

The Advertising Council, Inc.

Peggy Conlon, President and CEO of The Advertising Council, Inc. recognized WFMY News 2 for our "extraordinary support" to public service advertisements in a special letter to U.S. Representative Brad Miller dated October 13, 2004.

WTLV-TV, Jacksonville, Florida

LOCAL NEWS: Local News Investment: First Coast News invests a significant amount of resources – manpower, dollars, equipment, etc. specifically to local news coverage, and maintaining a constant news presence in Northeast Florida and Southeast Georgia. A News staff of 75 provides content for both broadcast and the web.

Local Newscasts: Forty five (45) separate newscasts, including 2 ½ hours worth of cut-ins are aired weekly. 21% of our daily airtime is devoted to local news coverage. Over the years we have expanded our morning and weekend local news presence, which now includes news starting daily at 5:00am, and a two-hour local news show on weekends.

Website: Many local news stories are posted on the web, and are kept in archive. The web contains special content sections on a variety of topics that are of interest to viewers. An open discussion board further enhances viewers' abilities to comment on all compelling local topics. Viewers directly email all anchors and all departments from the web on a variety of local news topics. The web is a direct link and extension of local coverage.

Editorials are not a part of our news product.

LOCAL PUBLIC AFFAIRS:

Public affairs segments: Public affairs segments air in local newscasts in conjunction with events in the community. These segments air on a weekly basis, and range in length from 2 minutes to 6 minutes depending on the topic or program.

Examples include: *Crime Stoppers* which showcases specific unsolved high profile crimes for local law enforcement, *Gun Violence, Education, Diversity, Obesity* and other *Health* Issues. Good Morning Jacksonville, Saturday had the local chapter of Mad Dads on to discuss their community based initiative to keep guns out of the hands of kids. This initiative resulted in a 30 minute public affairs program produced by the station. The Health Department has been on several programs discussing their health initiatives to curb the high obesity rate in our area. Our phone bank is also used by various groups in the community to raise awareness for their cause.

CREATING OR SELECTING PROGRAMMING:

Program Selection: An integral part of our Strategic Plan is to match the needs and wants of our viewer base with our programming. We use research, viewer comments, meetings, emails, and any other means available to seek out the best possible programming.

Pre-emptions: We pre-empt at least 2 hours in prime time each month to air local news related programming which meets the needs of our viewers. We air other specials during Prime access, 7-8pm. Examples include: ***Dateline Jacksonville***, a locally produced news show aired 3/18/04 10pm; ***First Coast News Investigates*** aired 3/24/04 8pm; and Consumer Reporter Ken Amaro's ***Does It Work*** show aired 3/24/04 8:30pm, ***Straight Talk***, a local show addressing Teen pregnancy aired 6/16 8pm, ***Crime Stoppers*** aired 6/21 at 8pm, ***First Coast's Most Talented Kid*** aired 8/11 8pm, and our Hurricane special ***Stormtrack 2004*** aired 8/12 8pm. Other pre-empted programs air at 7pm including ***The Florida Senatorial Debates*** on 8/10/04 and 10/18/04 at 7pm, our annual Community Service Awards program ***12 Who Care*** on 10/23/04 at 7pm, and our annual ***12 Kids Who Care*** on 6/12/04 at 7pm.

EMERGENCY PROGRAMMING

Live coverage: Our station is live and on the scene on every community emergency. We have saved our viewers time with traffic reports, helped law enforcement catch criminals with our reporting and Crime Stoppers segments, and saved lives and property with our number one rated weather and storm coverage. We also offer viewers ***First Coast News Now*** – the ability to have the very latest news and weather appear right on

their computer in emergency situations when they cannot be watching television.

Also, the station provided over 60 hours of wall to wall continuous commercial free hurricane coverage for this season's 4 major storms....Bonnie – 5 hours, Charlie – 14 hours, Frances - 24 hours and Jeanne 19 hours. Phone banks were available to offer viewers answers to pressing problems both before and after major storms.

ENG/Weather Equipment: We have a dual path satellite truck, 3 microwave vans and a fourth on order, 5 portable microwaves. Weather equipment includes automated storm alert equipment, WSI weather system, 2 live doppler radars and a mobile storm chasing van.

AMBER Alert: Yes, the station does participate in both EAS and AMBER alerts. We put AMBER alerts on our website as well.

POLITICAL PROGRAMMING

Candidate debates: We co-sponsored and aired three US Senatorial debates, along with Democratic Presidential debates held in Florida. We produced and aired two election specials breaking down issues for voters. These hour-long specials aired in Prime Access, 7-8pm.

Important ballot issues: Key issues and amendments are discussed and explained by anchors and reporters, and candidates are interviewed as well. In addition, an entire political voting section is available on our website with all the latest issues, candidate information, and everything else voters will need to be informed.

Local Campaign: Yes, the station covers all local campaigns and convention events.

Voter drives: The station covers voter drives during newscasts, on the website, and also airs a promotion schedule urging viewers to get out and vote. A PSA campaign to encourage people to sign up and vote aired during

Web: A special voting section on our website has a very prominent position on the front page, to educate viewers. It includes all pertinent information about voting, early voting, voting procedures, all candidates running in both Florida and Georgia, the Presidential candidates, their specific issues, and all local amendments. This section also ties in to all political coverage aired on the station.

CIVIC, CULTURAL AND OTHER COMMUNITY-RESPONSIVE PROGRAMMING

Targeted programming:

FCC friendly kids programming – a minimum of 3 hours weekly.

Religious programming, in the form of paid religion – 3 ½ hours weekly.

Home and Gardening programming – 1 hour weekly

Business programming – 1 hour weekly.

Women/daytime entertainment programming – 3 hours weekly.

Local event coverage: The station offers in-depth coverage of all major events. Live shots every morning in Good Morning Jacksonville, guests on the noon show, weekend shows and evening and other weekend coverage keep viewers well informed. We broadcast live from a variety of events throughout the year including the Greater

Jacksonville Agricultural Fair, Clay County Fair, and The River Run; we have a weekly high school sports segment called 'Sideline' which airs every Friday, we have an entertainment reporter who takes viewers to new events and tells them what's happening that weekend.

PSA's – We address many local events with anywhere from 20 to 30 thirty second (:30) PSA/Promotional announcements each week. We also list and detail all events in our website's community section.

- Literacy – Library fundraiser – Much Ado About Books. Very successful, has anchor involvement as moderators at event, speakers at luncheon, and our first on-line book club.
- At Risk kids - Otis Smith Foundation, supporting at risk youth with a special year long project, Sea Cows for Kids.
- Underprivileged kids in need of School Supplies are served with our annual Stuff the Bus School supply drive.
- Foster Children - Junior League and the Foster Care system are served with back packs and gift cards from our annual Operation Backpack drive.
- Breast Cancer - Race for the Cure/Susan B. Komen Breast Cancer awareness/fundraiser run.
- American Heart Association – Heart Walk
- Hospice - Concours d'elegance fundraiser for Hospice of Northeast Florida
- Kuumba Festival, Fiesta Playera, The Black History Month calendar, NCCJ Walk as One, and World of Nations, all promote diversity, understanding, and reach out to diverse ethnic groups.

Local Issues: The station's consumer reporter Ken Amaro works tirelessly to help consumers either avoid or successfully fight problems. Anchor Jeannie Blaylock has successfully helped many young people stop smoking or never start with her compelling series "I Can Quit, No Problem." A video tape of her series is available at Blockbuster locations. Jeannie also developed, with a local hospital, what has become a national breast cancer awareness program, Buddy Check 12. Over 100 women credit Buddy Check with saving their lives by finding their cancers. We donate our Volunteer phone bank to all kinds of non-profit organizations including all the battered women's shelters to raise awareness, get volunteers, or raise funds.

MUSIC

Local Artists – Yes, local musicians are invited to perform on Good Morning Jacksonville Saturday, and other programs when applicable. They are both promoted and interviewed. Local Music is reviewed in a special section on the web.

New Genres: All kinds of music are recognized and accepted on the show. We have kicked off the summer before with a different group and type of music each week. We included everything from Jazz, and a barbershop quartet to rap and country.

STATION PARTICIPATION IN COMMUNITY ACTIVITIES

Station support – the Station supports many charitable initiatives by allowing them to raise awareness and dollars on our phone bank. Groups man the 6 position phone bank for a week during our early evening newscasts. A story is aired, and throughout the week viewers are prompted to call. During the Hurricanes \$50,000 was raised for the Red Cross through the phone bank and Gannett donations. Race for The Cure sold

entries into the race on the phone bank. Yes, station executives are on boards.

Other Causes – We participate in the Florida Georgia Blood Alliance's regular blood drives by promoting and covering the events and help them promote their biggest annual fundraiser, Jail and Bail. We have lent them an anchor for a full week to be "arrested" and raise money for them.

A year-long partnership with the Health Department and other sponsors resulted in a major market health initiative to help get local residents slim down and lead more active lifestyles. Stories, web pages and phone banks are part of this localized plan to fight obesity and other health problems. We are involved after all disasters in this community raising dollars, or collecting and sending water and supplies as needed. We also devised a way for military families to keep in touch with their loved ones, and send messages on the website.

Education Initiatives – Anchors read in the schools, and speak in the schools every week; school tours are offered at the station; school supplies are raised each year (see Stuff the Bus, above); and we profile and interview all major county 'teachers of the year' on the news.

Yes, we always cover school board meetings and other pertinent educational issues with our dedicated Education Reporter.

Website – All community events, whether they are seeking volunteers, or event attendance, are profiled on the web. All have links back to their respective sites. The station's two major volunteerism projects, 12 Who Care and 12 Kids Who Care are highlighted on the website, which also stresses the importance of volunteerism. News stories which involve volunteerism are included on the website.

WJXX-TV, Jacksonville, Florida

LOCAL NEWS:

Local News Investment: First Coast News invests a significant amount of resources – manpower, dollars, equipment, etc. specifically to local news coverage, and maintaining a constant news presence in Northeast Florida and Southeast Georgia. A News staff of 75 provides content for both broadcast and the web.

Local Newscasts: Thirty five (35) separate newscasts, including 2 ½ hours worth of cut-ins are aired weekly. Close to 20% of our daily airtime is devoted to local news coverage. We have just expanded our weekend news with an hour-long show on Sundays, Good Morning Jacksonville/Sunday.

Website: Many local news stories are posted on the web, and are kept in archive. The web contains special content sections on a variety of topics that are of interest to viewers. An open discussion board further enhances viewers' abilities to comment on all compelling local topics. Viewers directly email all anchors and all departments from the web on a variety of local news topics. The web is a direct link and extension of local coverage.

LOCAL PUBLIC AFFAIRS:

Public affairs segments: Public affairs segments air in local newscasts in conjunction with events in the community. These segments air on a weekly basis, and range in length from 2 minutes to 6 minutes depending on the topic or program. Examples include: *Crime Stoppers* which showcases specific unsolved high profile crimes for local law enforcement, *Gun Violence*, *Education*, *Diversity*, *Obesity* and other *Health* Issues. Good Morning Jacksonville, Saturday had the local chapter of Mad Dads on to discuss their community based initiative to keep guns out of the hands of kids. This initiative resulted in a 30 minute public affairs program produced by the station. The Health Department has been on several programs discussing their health initiatives to curb the high obesity rate in our area. Our phone bank is also used by various groups in the community to raise awareness for their cause.

CREATING OR SELECTING PROGRAMMING:

Program Selection: An integral part of our Strategic Plan is to match the needs and wants of our viewer base with our programming. We use research, viewer comments, meetings, emails, and any other means available to seek out the best possible programming.

Pre-emptions: We pre-empt prime time or prime access to air local news related programming which meets the needs of our viewers. Examples include: *Straight Talk*, a local show addressing Teen pregnancy aired 6/16 8pm, *Crime Stoppers* aired 6/22 at 8pm, *First Coast's Most Talented Kid* aired 6/22 8:30pm, and our Hurricane special *Stormtrack 2004* aired 9/1 8pm. Other pre-empted programs air at 7pm or 7:30pm including: *Super Bowl on the River*, *Countdown to Kick off* on 9/9, Seminoles vs. Hurricanes special on 9/10, *Election Special* on 11/2 and *Georgia/Florida Football* game special on 10/29.

EMERGENCY PROGRAMMING

Live coverage: Our station is live and on the scene on every community emergency. We have saved our viewers time with traffic reports, helped law enforcement catch criminals with our reporting and Crime Stoppers segments, and saved lives and property with our number one rated weather and storm coverage. We also offer viewers *First Coast News Now* – the ability to have the very latest news and weather appear right on their computer in emergency situations when they cannot be watching television.

Also, the station provided over 60 hours of wall to wall continuous commercial free hurricane coverage for this season's 4 major storms....Bonnie – 5 hours, Charlie – 14 hours, Frances - 24 hours and Jeanne 19 hours. Phone banks were available to offer viewers answers to pressing problems both before and after major storms.

ENG/Weather Equipment: We have a dual path satellite truck, 3 microwave vans and a fourth on order, 5 portable microwaves. Weather equipment includes automated storm alert equipment, WSI weather system, 2 live doppler radars and a mobile storm chasing van.

AMBER Alert: Yes, the station does participate in both EAS and AMBER alerts. We put AMBER alerts on our website as well.

POLITICAL PROGRAMMING

Candidate debates: We produced and aired an hour long election special breaking down issues for voters. The special aired in Prime Access on 11/1.

Important ballot issues: Key issues and amendments are discussed and explained by anchors and reporters, and candidates are interviewed as well. In addition, an entire political voting section is available on our website with all the latest issues, candidate information, and everything else voters will need to be informed.

Local Campaign: Yes, the station covers all local campaigns and convention events.

Voter drives: The station covers voter drives during newscasts, on the website, and also airs a promotion schedule urging viewers to get out and vote. A PSA campaign to encourage people to sign up and vote aired during.

Web: A special voting section on our website has a very prominent position on the front page, to educate viewers. It includes all pertinent information about voting, early voting, voting procedures, all candidates running in both Florida and Georgia, the Presidential candidates, their specific issues, and all local amendments. This section also ties in to all political coverage aired on the station.

CIVIC, CULTURAL AND OTHER COMMUNITY-RESPONSIVE PROGRAMMING

Targeted programming:

FCC friendly kids programming – a minimum of 3 hours weekly, including a special Teen Kids News program.

Black Business/Entertainment programming – 3 hours per week.

Hispanic Programming – one hour per week.

Religious programming, in the form of paid religion – 1 to 2 hours weekly.

Women/daytime entertainment programming – 3 hours weekly.

Local event coverage: The station offers in-depth coverage of all major events. Live shots every morning in Good Morning Jacksonville, guests on the noon show, weekend shows and evening and other weekend coverage keep viewers well informed. We broadcast live from a variety of events throughout the year including the Greater Jacksonville Agricultural Fair, Clay County Fair, and The River Run; we have a weekly high school sports segment called 'Sideline' which airs every Friday, we have an entertainment reporter who takes viewers to new events and tells them what's happening that weekend.

PSA's – We address many local events with anywhere from 20 to 30 30-second PSA/Promotional announcements each week. We also list and detail all events in our website's community section. Also, WJXX has a station brand called "Spirit of the First Coast" which highlights localism in and around our market.

- Literacy – Library fundraiser – Much Ado About Books. Very successful, has anchor involvement as moderators at event, speakers at luncheon, and our first on-line book club.
- At Risk kids - Otis Smith Foundation, supporting at risk youth with a special year long project, Sea Cows for Kids.
- Underprivileged kids in need of School Supplies are served with our annual Stuff the Bus School supply drive.

- Foster Children - Junior League and the Foster Care system are served with back packs and gift cards from our annual Operation Backpack drive.
- Breast Cancer - Race for the Cure/Susan B. Komen Breast Cancer awareness/fundraiser run.
- American Heart Association – Heart Walk
- Hospice - Concours d'elegance fundraiser for Hospice of Northeast Florida
- Kuumba Festival, Fiesta Playera, The Black History Month calendar, NCCJ Walk as One, and World of Nations, all promote diversity, understanding, and reach out to diverse ethnic groups.

Local Issues: The station's consumer reporter Ken Amaro works tirelessly to help consumers either avoid or successfully fight problems. Anchor Jeannie Blaylock has successfully helped many young people stop smoking or never start with her compelling series "I Can Quit, No Problem." A video tape of her series is available at Blockbuster locations. Jeannie also developed, with a local hospital, what has become a national breast cancer awareness program, Buddy Check 12. Over 100 women credit Buddy Check with saving their lives by finding their cancers. We donate our Volunteer phone bank to all kinds of non-profit organizations including all the battered women's shelters to raise awareness, get volunteers, or raise funds.

MUSIC

Local Artists – Yes, local musicians are invited to perform on Good Morning Jacksonville Saturday, and other programs when applicable. They are both promoted and interviewed. Local Music is reviewed in a special section on the web.

New Genres: All kinds of music are recognized and accepted on the show. We have kicked off the summer before with a different group and type of music each week. We included everything from Jazz, and a barbershop quartet to rap and country.

STATION PARTICIPATION IN COMMUNITY ACTIVITIES

Station support – the Station supports many charitable initiatives by allowing them to raise awareness and dollars on our phone bank. Groups man the 6 position phone bank for a week during our early evening newscasts. A story is aired, and throughout the week viewers are prompted to call. During the Hurricanes \$50,000 was raised for the Red Cross through the phone bank and Gannett donations. Race for The Cure sold entries into the race on the phone bank. Yes, station executives are on boards.

Other Causes – We participate in the Florida Georgia Blood Alliance's regular blood drives by promoting and covering the events and help them promote their biggest annual fundraiser, Jail and Bail. We have lent them an anchor for a full week to be "arrested" and raise money for them.

A year-long partnership with the Health Department and other sponsors resulted in a major market health initiative to help get local residents slim down and lead more active lifestyles. Stories, web pages and phone banks are part of this localized plan to fight obesity and other health problems. We are involved after all disasters in this community raising dollars, or collecting and sending water and supplies as needed. We also devised a way for military families to keep in touch with their loved ones, and send messages on the website.

Education Initiatives – Anchors read in the schools, and speak in the schools every week; school tours are offered at the station; school supplies are raised each year (see Stuff the Bus, above); and we profile and interview all major county ‘teachers of the year’ on the news.

Meetings - Yes, we always cover school board meetings and other pertinent educational issues with our dedicated Education Reporter.

Website – All community events, whether they are seeking volunteers, or event attendance, are profiled on the web. News stories which involve volunteerism are included on the website.

KTHV-TV, Little Rock, Arkansas

Local News

Provide details on your station’s investment in local news.

Local news, and the associated community service that goes with it, is the focus and primary mission of KTHV. Our resources, workforce and attention are daily given to covering news, issues and matters of interest and concern in this local community. Beyond coverage itself, the station has adopted a unique interactive approach to news reporting by regularly polling viewers and inviting their comments and feedback via e-mail and telephone calls that are shared on-air. Likewise, the on-air news investment is complemented by a similar community-oriented effort on our station website. These on-air and on-line efforts are part of our broader strategy to serve viewers by providing them with news, weather, and emergency information via dependable and accessible means.

How many local newscasts are aired per week?

34 newscasts per week

22 hours+ per week

What percentage of your daily programming is devoted to local news?

17% of broadcast day (M-F average)

13% of broadcast day (7-day average)

Give examples of how your website is used to enhance local news coverage.

- From 8 to 10 stories are posted at all times, with regular updates throughout the day. Additional references to these stories are given in the daily newscasts as well.
- For the Monday-Friday 5p newscast, a “topic of the day” is posted for viewers/web users to respond, via e-mail and telephone, with their comments and opinions regarding that topic. Additionally, experts are often in the studio to answer viewer questions and be interviewed by KTHV’s news anchors.

Local Public Affairs

Describe all daily or weekly programs devoted to local public affairs, local politics, community activities, and similar issues. Indicate the length of such programs. Describe the nature of such programs (call-in shows with community or political leaders, interviews, issues highlights).

KTHV produces and airs numerous times throughout the year certain programs addressing specific needs related to medical issues, education, weather, etc. By way of example:

- Live 30-minute pre-race show is aired for the Susan G. Komen Foundation fight against cancer featuring medical experts discussing new treatments and technology as well as breast cancer survivors who share their experiences to help others in their recovery. Aired on a weekday at 6:30-7pm
- Live 30-minute show, hosted by a KTHV news anchor and Arkansas' Governor, and announced the top 10 Arkansas schools, based upon standardized test results. Representatives of all the schools were interviewed in the program. Aired on a weekday at 6:30-7pm.
- Live Severe Weather Education special to assist Arkansans to be prepared should severe weather strike in their areas. National Weather Service personnel and KTHV meteorologists provide lifesaving tips regarding tornadoes, ice storms, flooding, etc. All of these phenomena are inherent to the state. Aired on a weekday 6:30-7pm.

Are there regularly scheduled segments on local public affairs included in your local newscasts? How often? How long are such segments? Give examples.

- *All newscasts are formatted to announce and highlight community service functions, such as:*
 1. *Local hospital medical reports and events – weekly – 2-minute segment*
 2. *Ask the Doctor where viewers have their questions answered on the air – weekly – 5-minute segment*
 3. *Pet adoption and veterinary services – weekly – 2-minute segment*
 4. *Build Your Perfect School which allows parents to provide suggestions for improving their children's schools – weekly – 2-minute segment*
 5. *Seasonal weather tips such as staying cool in the hot summer and avoiding hypothermia in the winter – daily – 30-second segment*
 6. *News on the Road where KTHV's newscasts are aired live from various state towns and cities to highlight their strengths and needs by interviewing local officials – 30-minute segment aired once/week in a month*
 7. *The Weight is Over --- a 6-month project in which KTHV partnered with Baptist Health to assist 8 obese people in losing weight to improve their health and extend their lives. Arkansas tends to rank at the bottom of health and fitness charts, particularly with obesity issues. – weekly – 3-minute segment*
 8. *Black History vignettes & profiles – 30-second vignettes daily for month of February as well as 2 ½-minute profiles aired twice weekly during February.*

Creating and Selecting Programming

Describe your station's efforts and practices for determining the types of programming you air. For example, do you hold regularly scheduled meetings with community leaders, or have an open door policy, accept and review e-mailed suggestions, conduct polls of your local audience, perform auditorium tests of various programming, etc. Give examples.

KTHV efforts to air programming that offers entertainment and family-interest shows acceptable in this community. "Live with Regis & Kelly", "Dr. Phil", and "Jane Pauley" are current programs which meet this criteria. In selecting programs, we do, in fact, hear from members of the community, have an open door and exchange e-mails with viewers.

Pre-emptions: provide any examples when your station pre-empted network programming in order to air other programming of more interest to your local community, such as local political debates, local sporting events, or because the network programming diverged from local community standards.

KTHV always efforts to meet local expectations for programming even when network programming is the issue. For example, KTHV was one of very few CBS affiliates which opted to not air the Victoria's Secret Fashion Show, at the behest of our viewers. We took this action despite the program airing in the important November 2003 ratings period. In place of that now discontinued program, KTHV elected, at that time, to produce our own hour-long family holiday special.

Emergency Programming

Describe any live and/or on-the-scene coverage of emergencies, weather, traffic, crime, and similar events, including any positive impact of your coverage on the local community.

KTHV routinely airs live, on-the-scene coverage daily, and these are a few specific examples:

- *Chemical plant explosion in a town 35 miles from the capital city. KTHV's news personnel and satellite truck were on-the-scene within an hour and provided cut-ins to the public throughout the day of the incident as well as the days following to alert and apprise the public of any risk from airborne chemicals and what to do if they became ill.*
- *When tornadoes touch down in Arkansas, which is annually, KTHV immediately sends personnel, equipment and cameras to assess the damage and provide live cut-ins, as well as ongoing news stories, through the recovery phase. Additionally, KTHV created, promoted and supervised 11 Alert Disaster Relief when killer tornadoes caused extensive damage throughout the state. Hourly crawls and cut-ins were aired (over a 10-day period) to advise the public of ways to assist those devastated by the storms; such as providing supplies and clothes for people of all ages, plastic to cover blown out windows and doors, food items, toys, etc. KTHV partnered with numerous corporations to deliver the items to the areas in need.*
- *If individuals are placed in harm's way; that is, abduction, police standoff with armed persons, jail escapees, etc., KTHV routinely interrupts programming to provide specifics of the areas where these individuals are and the proper procedures to follow to remain safe.*
- *On-air and on-line traffic reports inform viewers of sometimes dangerous highway construction, accidents and re-routing of vehicles.*

Describe your station's investment in ENG or weather forecasting equipment.

KTHV's investment in both ENG and weather forecasting equipment is considerable. In the last year, KTHV has contracted to purchase completely new systems for both of these disciplines. Our ENG gear is state-of-the-art and serves the community in all of the aforementioned means with the highest quality news product. Likewise, we have maintained effective and necessary weather tools, including live radar, for years. We are now completely replacing our primary weather computers and forecasting systems at considerable expense.

Does your station participate in AMBER or EAS (e.g., as a Local Primary or Monitoring Station)?

KTHV initiated the Morgan Nick Alert, later developed into the Morgan Nick Amber Alert, now issued through the EAS. The station continues to support, promote and participate in the program weekly. As a result of this program, Morgan Nick Photo ID days were established so that organizations, communities, and individuals could take pictures of children and give them to their parents for

safekeeping should they be needed as a result of an abduction or other traumatic event. These ID days occur practically every week and KTHV partners with corporations to provide all the needed supplies to be used.

Political Programming

Describe your station's efforts to analyze important political/ballot issues or candidates. Are local political issues discussed, or candidates interviewed, during newscasts or public affairs programming on a regular basis?

As is the case in the current November 2004 election, local and political issues are the subject of considerable news time. Again, KTHV has extended its coverage to include more interactive discussion and coverage from and with viewers via our telephone and e-mail efforts.

Does your station cover local campaign and/or convention events? Give examples.

KTHV covers primary state party conventions as well as city and local meetings and campaign events. For example, KTHV News has reported both sides of amendment issues which are on the fall ballot, hearing from both proponents and opponents.

Give examples of how your website is used to enhance political coverage.

KTHV established, early in the 2004 fall campaign, an in-depth and detailed political web page on todaysthv.com. It includes voter registration, public service and campaign issue information for all candidates and parties. The political page is routinely referenced as a viewer resource during on-air newscasts.

Civic, Cultural and Other Community-Responsive Programming

Describe all programming targeted at particular segments of the community, including the number of hours weekly, and the nature of the programming (e.g., foreign language, youth, women, minorities, farmers, religious groups, etc.)

- *Spanish interpretation is provided live Monday-Friday of KTHV's 10pm News. This interpretation was the first, and only, daily live provision of local news in Spanish for central Arkansas. Feedback and acceptance among Arkansas' growing Hispanic population has been highly favorable.*
- *Extensive coverage of Cinco de Mayo observance each year*
- *KTHV provides news anchors to emcee and conduct numerous minority events, such as for the local Museum of Black Arkansans as well as the Arkansas Black Hall of Fame. Extensive public affairs and news coverage is given to events for these organizations.*

Describe any coverage of local events, such as local sports, museum openings, fairs, holiday events, local theater, fire or police outreach events. Give examples.

On November 18, 2004, KTHV will pre-empt regular programming to provide live and continuous coverage of the opening of the Clinton Presidential Library. This major local landmark and its place in the community will be given air time during that event as well as news coverage to follow.

Describe any PSAs local groups or addressing local issues, including the number of PSAs aired per week. Give examples of any particularly successful campaigns.

KTHV is committed to regularly airing public service announcements:

An average of 600 PSAs aired per month

Just a few examples of the types of PSAs aired are:

*Marines for Country
March of Dimes
Child Safety Seats*

*Diabetes Assn.
Amber Alert
Habitat for Humanity
Narcanon
Carelink-Meals on Wheels
Sheriff's Youth Ranch
Housing Discrimination
Infectious Diseases-Flu*

Describe your station's coverage of important issues affecting the local community, such as consumer rip-offs, smoking and other health hazards, safety, drinking & driving, domestic abuse, and similar issues.

KTHV has sponsored public service campaigns on numerous issues, including car seat safety, breast cancer, weight loss and anti-smoking efforts. These campaigns have included events, news series and air time devoted to each of these causes.

Music

Does your station provide on-air opportunities for local artists, either periodically or on a regular basis? Are local artists promoted, interviewed? Give examples.

Does your station try to air music in less mainstream genres (e.g., jazz, classical, bluegrass/roots, etc.) or offer formats new to the community? Give examples.

KTHV's 5-7am news has a feature entitled Java Jam which showcases local musical talent each Thursday for a month. Additionally, musical talent of all genres are invited to perform and discuss their craft on this show as well as the 12pm newscast.

Station Participation in Community Activities

Give examples of your station's support of non-profit and charity initiatives, such as telethons and other efforts on behalf of organizations. Are station executives on the boards of such groups?

KTHV, on a regular & continuing basis, supports community activities & events.

By way of example:

- *For many years, KTHV has provided multiple hours of air time for the Children's Miracle Network Telethon (Arkansas Children's Hospital).*
- *A KTHV news anchor annually hosts and participates in the Arthritis Foundation's Jingle Bell Run.*
- *A KTHV news anchor annually hosts and participates in the Arkansas Cancer Society's Relay for Life.*

Provide examples of how your station promotes causes not tied to particular organizations, such as health screenings, free vaccinations, nutritional advice, community fundraisers, blood drives, disaster relief efforts, etc. Give examples of station involvement in education initiatives, such as partnering with schools to promote their needs for school supplies, or promoting immunizations or after school programs.

Each summer, KTHV manages a cereal drive where organizations and individuals donate cereal which is given to needy children (via the Arkansas Food Bank) throughout the summer when they do not have access to breakfast in their schools.

Does your station cover school board or PTA meetings, or important education-related issues? Give examples.

As issues arise, news coverage is devoted to individual school districts. Also, extensive coverage has been given to the revamping and consolidating of school districts in Arkansas. As mentioned earlier, we followed up a difficult consolidation year in Arkansas with a half-hour special honoring high achieving schools and students.

Give examples of how your website is used to promote community service/involvement.

All activities in which KTHV participates are listed on the website. KTHV is an active and available link to community projects and concerns, including those involving education, weather awareness, and soldiers assigned overseas. KTHV has also sponsored helpful public service campaigns on internet awareness which promotes safety of young people using the internet.

WBIR-TV, Knoxville, Tennessee

Overview

WBIR is the most local television station in Knoxville. Being local separates us from the hundreds of choices the viewers now have and connects us to the viewer in a way no national network can come close to achieving. WBIR was a very successful station under previous owner, Multimedia. In the nine years Gannett has owned us, we have been given the resources to increase our commitment to local in the following time periods:

- Increased our local M-F morning news from 6-7a to 5-7a.
- Added an hour M-F 4-5p program, *Style*, geared to women who work at home.
- Increased our M-F 5-5:30, *Live at Five* (what's happening in our community), 5-6p.
- Made Saturday 7-8p all local. We dropped *Wheel of Fortune* and *Jeopardy* and created *Week in Review* (news wrap-up), Saturday 7-7:30 p.m. and created a half-hour version of the *Heartland Series*, 3 ½ min. produced vignettes highlighting East Tennessee culture and heritage, Saturday 7:30-8p.
- Added a weekend sports wrap-up show Sunday 11:15p-12 midnight.
- Added Sunday 9-9:30a newscast (except during football season).
- In partnership with Comcast and Charter, our cable providers, we created 10 News 2, a 24/7 local cable news looping channel that repeats the latest WBIR newscasts, making news available on the viewer's schedule.

And as you will see in the upcoming details, WBIR has hundreds of local initiatives that serve the viewer.

Local News

WBIR-TV is fully committed to investing the resources, air time, and effort to inform East Tennesseans about their community and the world.

The sixty-three members of our news staff have well over three hundred years of combined experience covering the news in East Tennessee. Their ties to the area, and their ability to cover its unique issues, are enhanced by the fact that many are natives, and many are graduates of the University of Tennessee. Their specific areas of expertise range from the standard news beats such as local schools, local courts, etc., to subjects that are specific to our area, such as the Department of Energy facilities in and around Oak Ridge, the Tennessee Valley Authority, and the Great Smoky Mountains National Park.

We dedicate 31 hours per week specifically to local news - almost twenty percent of all our airtime. Live newscasts on WBIR keep viewers informed in every part of the day, and rebroadcasts of our news are available 24 hours a day through our partnership with local cable providers, 10 News 2. Almost every story is also available at WBIR.com, many times with additional information that we were not able to broadcast.

Even more significant than the amount of news, however, is the kind of news we provide. By offering a broad range of different programs, we're able to connect with the community in every imaginable way. Our traditional newscasts cover important developments in politics, government, education, and all the other issues that impact the daily lives of our viewers. Our morning and noon newscasts feature local experts on just about every topic imaginable, and provide a platform for local organizations to get their message to the public. Our weekend morning newscasts feature charitable and community events from throughout the area. And our *Live at Five* program dedicates one hour per day to stories about local people, places, and events that might not be included in a traditional newscast - but are exactly what makes our area unique.

Local Public Affairs

As affirmed through our FCC Quarterly Issues/Programs Reports, WBIR addresses the following 10 Issues: 1) Social Issues; 2) Health/Medicine; 3) Environment; 4) Minorities/Women; 5) Economy; 6) Education; 7) Cultural/Historical; 8) Government; 9) Drunk Driving/Alcohol and Drug Abuse; and 10) Children/Young People. These issues were established as issues our viewers cared most about, and throughout a quarter, we address the issues with local segments an average of 600 times during our daily newscasts.

In addition, we provide in-kind PSA services to some 100 local organizations, promoting their causes on an average of 20 hours per quarter. We provide air time for PSA and promos for the benefit of the community, on average 200 to 225 weekly 30 second spots or 7% of our average annual billing in value. These include drunk driving, children's events, local events, child seat safety, breast cancer awareness, women's heart health, Juvenile Diabetes, Immunizations, Literacy, Child Hunger, Pregnancy Help Center, Local Humane Societies, Clean Air, Ijams Nature Center, Friends of the Great Smoky Mountains and many others.

One particularly impressive local campaign occurred after 9/11. Realizing many local people were looking for some way to express sympathy and offer help to the people of New York City, WBIR along with the local newspaper and radio group, arranged to raise over a million dollars to buy New York City a new fire truck. The effort to buy *The Freedom Engine* was recognized by NBC's Today Show and also received

the national Friend in Need Award from the National Association of Broadcasters.

Public service efforts are not always so nationally honored, but that does not diminish their value to the local non-profit community. In the past 5 years alone, WBIR has headed up efforts to increase awareness of the needs of education in the state of Tennessee. The program called "Our School Needs" awarded need-based scholarships to local students and provided teacher grants for extracurricular training or classroom enrichment programs.

WBIR conducts annual telethons for East Tennessee Children's Hospital and The Great Smoky Mountains National Park. WBIR produces *Inside Tennessee*, a weekly 30-minute political/public affairs program with a panel of professionals who interview, for example, candidates running for office, the city or county mayors, or the school superintendent. WBIR promotes breast cancer awareness through its Buddy Check 10 program where on the 10th of each month, women are reminded, in all of our news broadcasts, to do self-breast exams and to remind their "buddy" to do so also.

On a regular basis in WBIR's 5-7:00 a.m., 4:00 p.m., 5:00 p.m. and weekend morning programs, we have interviews with, for example, a local doctor, a local agriculture extension agent and a local financial planner to educate viewers on health, environment and economic issues.

Creating or Selecting Programming

At WBIR-TV program selection is strictly a local decision. We base our decisions on what best suits our local audience regardless of whether the program is enjoying national and/or local success.

A good case in point is our decision to take the *Jerry Springer Show*, which was achieving ratings success at 3 PM weekdays but had become inappropriate for school children in the audience at that time, move it to mornings and ultimately to late night, despite the fact that the program was produced by the company that owned the station. [1/95, 4/96]

We chose not to renew our contract with the single most popular daytime television program (locally or nationally), *Oprah*, and instead replaced that program with *Style: A Show for You*, which we produce locally specifically to appeal to and reflect our local audience. [9/02]

We preempted an NBC network program, *Maxim's Hot 100* because we felt that it did not meet local community standards. [6/03]

Each fall we juggle our local and network schedules on Sunday to make room for two hours of programming devoted to coverage of and viewer phone-in-discussion about the University of Tennessee football team. We also help to produce and broadcast coaches' shows for the men's and women's basketball teams and spring athletic programs at that school, if necessary preempting network programming to do so. On numerous occasions we have produced live football game broadcasts for Carson-Newman College, and each fall we produce and air their coach's show. We have also preempted network programs to carry our own productions of local golf and hockey matches.

Other examples of local programming include:

- UT Today – 30:00 program series produced each spring by UT students about campus life.
- Dogwood Arts Festival and Santa Claus parades produced by WBIR and broadcast live each spring and winter.
- Boomsday – Knoxville fireworks and festival each Labor Day Weekend, primetime program requiring network preemption.
- Annual High School Football special.
- Fountain City Methodist 60:00 annual choral music program.
- Cumberland College 30:00 annual choral music program.
- Nine Counties, One Vision – Annual program devoted to the activities of local civic development organization.
- Dogwood Arts Festival special programs.
- Festival on the 4th, 60:00 performance by the Knoxville Symphony ending with fireworks.
- Numerous “Town Meeting” programs bringing experts and viewers together to answer questions of local importance. Topics have included Y2k, drunk driving and multiple educational topics.

Our programming decisions are made by our management team comprised of many longtime East Tennessee residents based on guidance from an Advisory Board of viewers that meets quarterly, viewer feedback, research focus groups and Nielsen rating information. We encourage feedback from our viewers on our air and receive it through phone calls, letters, email and Talkback 10, a phone message system. The viewer comments are transcribed and copies are distributed daily to the management team and discussed regularly.

Emergency Programming

WBIR-TV is staffed around the clock so that we can immediately provide viewers with the information they need in emergency situations.

WBIR is committed to live coverage. We have a fleet of electronic news gathering vehicles. The fleet is composed of three vans, a remote production truck, and a KU band satellite uplink truck. We supplement the live mobile vehicles with two portable live units. WBIR has two ENG receive sites allowing us to cover more stories live when warranted. In addition, WBIR has five skycams positioned around our metro area. We have access to these cameras for breaking news. We often use these cameras for severe weather tracking.

WBIR continues to invest in weather forecasting tools. We are the only local station in our market to own and operate a Doppler radar system. Our most recent investment has been the purchase of a new on air weather display system. This system allows us to track weather events and warn our community of any possible danger. We are able to incorporate our own Doppler data with data from the National Weather Service radar. This capability gives us the technical capability to project and issue weather warnings.

WBIR participates in the AMBER Alert program. We have been involved with the Knoxville AMBER plan since its inception. The Tennessee Amber alert system uses our existing EAS receiver for initiating alerts. The alerts are received as CAE (Child Abduction Emergency) from our LP1 station (WIVK). When received, we record any

available information and call the newsroom with the information. After confirmation the News Department initiates an appropriate action including lower third broadcast crawls, anchor cut-ins, and notification on our web site (WBIR.com).

We are also committed to immediate coverage of the wide range of other news events that can impact the public, and we always make this information immediately available on WBIR.com.

Just in the last several months, we've gone beyond our regular news program to inform parents about the conditions of children involved in a school bus accident, provided minute-by-minute evacuation and other information during a fire at a nuclear facility near Oak Ridge, helped viewers deal with the traffic situations created by numerous major traffic crashes, provided round-the-clock information on our website about flooding and other dangers as the remnants of Hurricane Ivan lingered over East Tennessee, and spent several hours in "wall-to-wall" weather coverage as potentially deadly storms moved through our area.

We pride ourselves on being informative, accurate, and immediate when it comes to emergency situations, without being sensational or alarmist. We feel our role is to be a steady, calming presence that helps prepare the public rather than contributing to any concerns or even panic. One of our greatest rewards on this front came during the fire at the K-25 facility near Oak Ridge. One of our crews overheard a Sheriff's deputy talking to a concerned motorist at a roadblock. After taking several questions, the deputy told the driver, "ma'am, I don't have all the information. The best thing you can do to find out everything going on is to go home and turn on Channel 10."

Political Programming

WBIR-TV is the station in East Tennessee to which viewers turn for political programming. This station produces debates, political issue/interview programs, and election news-coverage as part of our service to the local community.

In partnership with the League of Women Voters and the Knoxville News-Sentinel, WBIR-TV produces most, if not all the debates for local and statewide races in our coverage area. Our debates air in highly-visible time periods, often preempting regular programming at 7pm or even later into primetime.

In 2002, WBIR-TV produced a senatorial debate between Lamar Alexander and Bob Clement. During the same election cycle, WBIR-TV was the originating station for a debate airing statewide between gubernatorial candidates Phil Bredesen and Van Hilleary.

More recently, WBIR-TV produced a debate on October 4th, 2004 for the Republican primary for the State Senate 6th District seat between Jamie Hagood and Billy Stokes. Later, on October 11th, we produced a series of debates and forums airing on our website for the 13th, 14th, 15th, 17th, and 18th State House districts.

The debates are hard work and not always easy to achieve full participation. During the 2002 gubernatorial cycle, it took repeated attempts by station representatives to convince Phil Bredesen to participate in our debate.

WBIR-TV regularly offers candidates free airtime during *Inside Tennessee* which

airs every Sunday at 9am. This program is a forum for all races and issues that viewers in East Tennessee find important. Candidates for offices ranging from Governor to local school board appear on *Inside Tennessee*. Candidates for office are also interviewed for stories to air in regular news content as well as *Inside Tennessee*.

The show airing on October 17, 2004 was expanded to one hour, again preempting regular programming, in order to give enough time to all four candidates for the State House 14th District Seat.

Our commitment to analyze important political/ballot issues and candidates is evident. WBIR-TV devotes extensive amounts of time to this during regular news programming; special debates and regular locally produced political programs.

Currently, a wheel tax issue is on the ballot in Knox County. This has been covered during regular news programming with proponents and opponents both being interviewed. It was also the sole topic covered during two recent episodes of *Inside Tennessee*.

WBIR-TV always covers local campaigns of interest to our viewers. The pace and amount of coverage grows as we near Election Day. In the weeks immediately prior to an election, there is campaign coverage almost every day. On general election day, we devote the entire staff to election coverage. On November 2, 2004, election coverage will dominate all newscasts. Beginning at 7pm, WBIR-TV will preempt all regular programming to cover the election until winners are declared late into the night.

Conventions are always covered either through the networks or with our own staff, if there is a local tie to a national convention. This year WBIR.com featured web logs from local delegates to each of the conventions. WBIR covers voter registration drives as part of regular news coverage. WBIR also participates in voter registration drives through our involvement with "Kids Voting." This campaign is designed to teach children the value and importance of voting at an early age. "Kids Voting" is driven with news coverage and station-donated and station-produced public service announcements.

WBIR.com is a growing community resource for election coverage. We have an entire section devoted to election coverage. Here, users can search past stories, look up more information on stories seen on WBIR-TV, find polling locations, find out how to register to vote and find lists of local candidates. It was also through WBIR.com that we were able to provide audio and video of candidate forums for State House and Senate races during the 2004 election cycle.

Whether it is through regular news coverage, locally produced debates, locally produced issue shows or the website, WBIR-TV prides itself on being an indispensable resource when it comes to local election coverage.

Civic, Cultural and Other Community-Responsive Programming

WBIR believes local programming produced well is not only good for the community, it is good television. Our *Live at Five* program seeks out the good news in the area and recognizes achievement on the local level. This M-F, 5-6p program, is

known for its live road shows highlighting surrounding community sites such as new museum exhibits, local community festivals, county fairs, community restorations, Special Olympics competitions and basically any local community effort that celebrates the variety of uniqueness of life in East Tennessee.

Our M-F, 4-5p, program, *Style: A Show for You*, is targeted to women working at home and addresses issues of interest to them including health, children, decorating, cooking, fashion, etc.

WBIR-TV achieves its most honored and recognized local programming effort with a unique show called *The Heartland Series*. The 3½ minute vignettes, which run three times daily inside of our local newscasts, are an exploration of Appalachian culture and lifestyles as well as historical reenactments and original mini-dramas with local actors. The show has been in production for 20 years and has amassed over 1,000 vignettes. It has received numerous awards including regional Emmys and a New York Film Festival gold medal.

Music

Music is a natural part of East Tennessee. Knoxville is considered the cradle of country music and we recognize the value to our community of this art form. We actively support our musical heritage when we donate air time to promote roots music from bluegrass to blues. We are also sponsors of the Knoxville Symphony Orchestra and broadcast their July 4th concert commercial- free and have done so for the last 10 years.

In fact, we also provide the KSO with air time valued at \$100,000 to promote their concerts and arts education efforts.

Station Participation in Community Affairs

WBIR recognizes that community fund-raising efforts are vital to the needs of a number of causes important to our viewers. Annually we produce and air 2 traditional telethons. Both have local benefits. One supports the region's only Children's Hospital and the other benefits the local Muscular Dystrophy Association. There is one other fundraising program that merits mention. It is in support of the Great Smoky Mountains National Park. There is no other effort like this anywhere in the United States, but it speaks to the absolute reverence the people of our area hold for this park...the only National Park where land was bought by local people and donated to the Park Service.

Since 1984 we have co-sponsored a free Health Screening called "Covenant Healthcheck". This screening is supported by the American Red Cross and a local hospital and provides free screenings for three weeks at more than 20 sites in our viewing area. We sponsor the area's largest and most successful annual blood drive. Called the "Blue/Orange Blood Drive", it uses the college football game between the University of Tennessee and the University of Kentucky as backdrop for a friendly interstate rivalry to see which fan base can donate the most blood. A unique Christmas toy operation was developed locally when our anchorman highlighted the plight of the poor in Appalachia. Today "the Mission of Hope", as it is now called, provides not only toys during the holidays but school supplies throughout the year.

When disaster hits our area in the form of severe weather, we are prepared on

the front end with the only locally owned Doppler radar system in Knoxville. But we also are there after the damage is done. In 2002, after a series of tornadoes battered a small county in our viewing area, we headed up an effort through Habitat for Humanity to fund and help build a number of the structures to replace those homes lost. It is important to note that our efforts in this regard are monitored for effectiveness and proper usage of the donated money. We make every attempt to provide targeted and needed aid to the people affected. We do this by talking to TEMA and FEMA to see what the real needs are in an area hit by a natural disaster.

We support runs, walks, golf tournaments, and every fundraising effort imaginable in support of these life-threatening battles. Our employees participate in the local United Way Sept. 11th Day of Caring.

Shelf Space

WBIR has long believed the viewers appreciate news and information from a variety of sources, and we attempt to be there for them, wherever they are:

- **Cable.** 10 News 2, our cable news-looping channel, is always there for viewers, on their schedules.
- **Radio.** Our meteorologists update the weather regularly on several local radio stations.
- **Newspaper.** We regularly partner with our Scripps Howard paper in two ways:
 - Editorial. We regularly pick a subject of timely interest and give information to the viewer/reader from each medium.
 - Community Event Sponsorship. We partner to promote events to ensure success for the non-profit organizations.
- **Web.** WBIR.com has in the neighborhood of 3 million pageviews a month. Information we have goes to the web, sometimes faster than we can get it on TV. We routinely vector viewers to our website for more information.
- **News coverage on another station.** We produce 10 minutes of news at 10:00p.m. on the WB station, providing an update for those unable to stay up until 11p.

Summary

WBIR has been owned by Gannett, one of the largest media companies, for 9 years. WBIR was a strong station under Multimedia Broadcasting and has become even stronger and more connected under Gannett. I was given the following orders on becoming a Gannett general manager: Know your market. Have the best news product and have it in all of the time periods the viewer expects local news and information. Get it right and gain the viewer's trust. Maintain a strong partnership with your network (in our case NBC) and play off each other's strengths. Have the best and most popular syndicated programming available. Be a good citizen. Make your community a better place to live. Work with government and area non-profits to help them achieve their goals. Do these things, and you will be, not only the most viewed, but the most appreciated station in Knoxville.

Never has Gannett ordered us to take or decline any programming or suggest any aspect of news coverage. All news and programming decisions are made by the local management team with the viewer in mind.

WCSH-TV, Portland, Maine

Throughout its distinguished 50-year history WCSH 6 has strived for excellence in news, programming and community service. The station is proud of its longstanding leadership in Maine broadcasting.

Today the television station offers 40 hours of locally produced news and information programming weekly and community service programs and projects are entrenched in every operation of the station.

News

WCSH NEWS CENTER 6 provides Maine people with in-depth coverage of important news of the day from throughout the state. Since 1998, 17 hours per week of local news and information programming has been added.

NEWS CENTER has developed a variety of local news and information programming to provide more in-depth information. WCSH 6 premiered **207** in September 2003 at 7:00pm, Monday through Friday. **207** is a unique 30-minute program that allows a brief recap of local news and weather of the day but the major objective of **207** is to serve as a venue for extended stories, interviews, examination of local issues; readings by Maine authors and performances featuring Maine musicians, dancers, and visual artists.

WCSH 6, in partnership with WPXT-TV in Portland, offers another service to the community, a seven-days-a-week 10:00p.m. news program. This news time period serves an audience who may not be able to watch local news at the traditional earlier time and are not able to watch at 11:00pm.

Increasingly, online content plays an important tandem role to the programs and projects of WCSH on television. With features such as Video Forecast (a streamed video weather forecast updated multiple times daily), in depth supplementary information on many newscast stories (contacts, web links, deeper detail) and extensive political information and coverage, including streamed video from TV political candidate and issue debates, WCSH6.com has become an integral part of the services the station provides to Mainers.

Voice of the Voter

Preceding elections, NEWS CENTER takes pride in providing the states most comprehensive political coverage. Historically NEWS CENTER has produced a series of candidate and issue forums that are broadcast in primetime. 2004 has been no exception with four primetime debates and multiple full-program length forums on Maine candidates and ballot issues. Using the polling services of Survey USA, NEWS CENTER provides the additional service of up-to-date voting trends. This serves to stimulate voter interest. On election night, the station originates live from as many as 17 campaign headquarters in order to provide in-depth, up-to-the-minute election information to Mainers across the state. Voice of the Voter has prime placement on www.WCSH6.com. Whenever appropriate NEWS CENTER devotes entire newscasts to examine important local issues

STORM CENTER

STORM CENTER is a 24/7-station commitment to viewers concerning all kinds of severe weather events. Not too long ago television stations did not provide the level of service provided today. Live video reports from throughout the state connects viewers to a constant stream of emergency information, school closings, road conditions, parking bans, business closings, and governmental emergency alerts. Additional station staff are assigned to key locations throughout the state in order to provide updated information.

Editorials

Editorials sometimes go against political correctness but always provide a voice to stimulate discussion. The approach is local issues, separate from news, and clearly labeled as opinions. The station has been broadcasting editorials for 27 years. Viewers are given the opportunity to offer opposing views. Editorials run four times each week.

“Listens” Meetings

Representatives from business, government, and non-profit organizations are regularly invited to the stations to meet with journalists, the editorial board, and other managers. This is an opportunity to “listen” to their concerns and challenges and learn how we might respond with news, editorials, or public service. Reporters are often assigned to report on some of these ideas issues brought forth, and the editorial board considers response. During the past year, 52 individuals have participated and presented to the station.

Community Events

WCSH 6 creates events to be shared with the participating public. The annual *Sidewalk Art Festival* has been held in Portland for 39 years. The festival offers emerging as well as professional artists from throughout Maine and New England the unique opportunity to participate in an event that attracts more than 45,000 people yearly. Merchants also benefit from some of the largest downtown crowds of the year. This event is wholly created, coordinated, and promoted by WCSH 6.

Many Hands

Many Hands is the stations’ ongoing public service campaign. The objective is to increase interest in volunteering and recruit volunteers to non-profit organizations. For more than four years, increased public service resources have focused on one, non-profit organization per month. Each month, that organization receives on-air promotion with a series of public service announcements. In addition NEWS CENTER dedicates a 5:00, 5:30 and 6:00 pm news block to the non-profit group for a call-in show. Staff and volunteers from the organization are at the station to answer viewer calls from 5:00pm-7:00pm. By using this multi-promotional approach, *Many Hands* has recruited an estimated 4,000 volunteers to groups statewide.

These are some of the non-profit organizations that have benefited from Many Hands:

Big Brothers Big Sisters	Literacy Volunteers
Habitat for Humanity	The American Heart Association
Maine Island Trails	Boys & Girls Clubs
Center for Grieving Children	Maine Hospice Council
Maine Agency's on Aging	National Folk Festival
Good Shepherd Food Bank	YWCA
Children's Museums of Maine	American Red Cross
March of Dimes	Beach to Beacon
Maine Appalachian Trails	Camp Susan Curtis
Marine Animal Lifeline	Camp Sunshine
Maine Breast Cancer Coalition	Kids First/For Kids Sake
Maine Parents/Teachers Association	Shaw House
Preble Street Resource Center	Wayside Evening Soup Kitchen
Maine's Animal Shelters	Coastal Cleanup
Sexual Assault Support Services	Children's Cancer Program
Ronald McDonald House	Special Olympics
4-H Clubs	Make a Wish Foundation
Ingraham	Maine Audubon Society
Goodwill Industries	Alzheimer's Association of Maine
MS Society	Maine Fire Chiefs Association
Salvation Army	National Senior Service Corps of
Maine	
Maine Association of Child Neglect & Abuse Council	
The Jason Program	

Coats for Kids

Coats for Kids is a statewide holiday campaign encouraging viewers to donate new and gently used coats for distribution to the needy. The people donating to this campaign come from all levels of the economic spectrum. Many schools, churches, scout troops, civic organizations, and businesses have adopted this program as their annual charitable campaign. *Coats for Kids* has been in existence for 14 years. WCSH 6 has been the major coordinating partner and promoter since its inception. *Coats for Kids* unifies the efforts of the following corporate partners: The Salvation Army, Shaw's Supermarkets, Hannaford Supermarkets, Pepsi, Pratt-Abbott Cleaners, and the Maine Oil Dealers. This collaborative effort has grown from a collection of a few thousand coats during the first years, to about 22,000 in 1998, increasing exponentially to 48,000 coats during the 2003-2004 campaign.

6 Who Care

This project was created to recognize the power and spirit of volunteerism. The annual program seeks to tell the remarkable stories of adults who demonstrate exceptional services to the community. An intensive public service campaign recruits nominations. A board of community leaders, which include previous winners, make the final selections. In addition to individuals, this program also recognizes an "Agency of Distinction." Station producers develop 3-minute profiles of each winner. These profiles are premiered at a gala awards ceremony. Each winner receives a cash donation to the charity of their choice and a custom-designed trophy. The award ceremony later runs as a primetime television special. Non-profit agencies honored as the "Agency of

Distinction” include: Boy & Girls Clubs, Portland & Auburn; Preble Street Resource Center, Portland; Androscoggin Home Care & Hospice, Lewiston; Amistad Peer Support & Recovery Center, Portland; and The Center for Grieving Children, Portland.

Teens Who Care

Teens Who Care is a program designed to recognize outstanding teen volunteers. It is the only program of its kind in the state. Nominations are solicited through public service announcements, and a panel of community leaders selects the teens. Following this selection station producers develop a 3-minute profile of each winner. These profiles are premiered at an awards ceremony for the winners, family and friends. Each winner receives a cash scholarship award and a custom-designed trophy. The profiles air in our 6:00pm news broadcast and follow-up “salutes” spots air for several weeks. The profiles also air as a 30-minute special. Keynote speakers for *Teens Who Care* have included Governor John Baldacci, Senator Susan Collins and University of Maine Chancellor Joseph Westphal.

Buddy to Buddy

Breast cancer is the most common cancer diagnosed in women in America. In 2003, the American Cancer Society estimates that 1,000 new cases of breast cancer will be diagnosed and 200 women will die in Maine. When breast cancer is detected early and treated promptly, suffering and ultimately the loss of life can be significantly reduced. With monthly public service announcements and news stories, women are encouraged to take control of their own breast health while inspiring a “buddy” to do the same. Information is provided at health fairs and other community forums and reminder calendars are given free of charge to women throughout the state.

WLTX-TV, Columbia, South Carolina

Local News

WLTX-TV in Columbia, SC produces a total of 22 hours of local news per week. This includes 2 hours each morning from 5am – 7am and 30-minutes at Noon, 6pm 7pm and 11pm Monday – Friday, plus a 6pm and 11pm Newscast on Saturdays and Sundays. The 2-hour morning Newscast was added in November of 1999 and the 7pm Newscast was added in September of 2001.

wltx.com, the station’s website, features numerous local news items that are updates throughout the day. Our Doppler radar is streamed live 24 hours/day. The latest weather forecast is streamed on the site for viewers to access at any time.

Each afternoon, a web-only local news update is produced and streamed on wltx.com.

Whenever there is a major on-going news story, wltx.com streams the video live...from local community press conferences on crime to national presidential debates.

Many of the local news stories have additional material and follow-up reports available on wltx.com. These are promoted throughout the newscasts.

Emergency Programming

- During any emergency, WLTX serves the public through various news reports and web updates.
- In January 2004, during a severe ice storm, WLTX took the air for a number of hours, offering local information on school, business and church closings. We also detailed information for people needing shelter.

- In August and September of 2004, Hurricanes, tornadoes, and severe thunderstorms threatened South Carolina. WLTX was again on the air providing information for residents.
- WLTX-TV owns its own Doppler Radar and provides direct feeds to Lexington Medical Center and SCANA (the main power company) so they have the latest information on approaching storms.
- WLTX-TV participates in the South Carolina Amber Alert program. In fact, WLTX's General Manager is the chairman of the Amber Alert Committee for the South Carolina Broadcasters Association.

Political Programming

- During the 2004 political season, WLTX-TV broadcast three debates, one featuring Democratic Presidential candidates (February Primary), and two featuring the candidates for US Senate from South Carolina (June primary and General Election).
- In addition, on our regular newscasts in the week prior to the June primary, WLTX invited all candidates for US Senate, one by one, to have dinner in the home of a regular voter. These dinners were videotaped and broadcast presenting regular people questioning the candidates. No television personalities were involved.
- In the week prior to the general election, both the Republican and Democratic candidates for US Senate were each featured exclusively on special 30-minute 7pm programs.
- During the weeks leading up to the February Democratic Presidential Primary, all candidates were invited to appear for extended interviews on the 7pm Newscasts. All candidates except John Kerry accepted the invitation and made an appearance.
- During the 11-day run of the South Carolina State Fair, WLTX-TV featured two of the new electronic voting machines in the WLTX tent. Visitors were encouraged to use the machines to find out how easy they were to use. The presence of the voting machines was promoted on WLTX newscasts.
- wltx.com has an extensive political segment that offers viewers information about all races in the DMA.
- On election night, wltx.com provides complete updates results.

Community responsive Programming

- WLTX-TV maintains a significant presence at the 11-day South Carolina State Fair. At the fair, WLTX-TV personalities are on hand to meet with the public.
- Each Sunday morning, WLTX broadcasts the syndicated program, America's Black Forum that deals with issues pertinent to the African American Community.

Station Participation in Community Activities

WLTX-TV is extremely involved in the community. Here are just a few examples:

- After 36 tornadoes hit the area destroying 88 homes, WLTX, in cooperation with the Salvation Army, held a clothing and food drive for those affected. Enough was collected to fill a semi-trailer truck and three full storage rooms at the Salvation Army.

- Each Holiday season, WLTX works with Harvest Hope Food Bank and the Salvation Army on “Stuff-a-Bus.” This is a program where viewers attempt to fill a City Busses with toys and food. The drive is held on two consecutive Fridays with live broadcasts each hour. In December of 2003, over 30 Tons of food was collected along with \$40,000 worth of new toys.
- In February of 2004, WLTX, along with Lexington Medical Center, sponsored a Baby Fair at a local shopping Mall.
- WLTX sponsored the opening of EdVenture...a new local Children’s Museum
- WLTX, in cooperation with the City of Columbia, sponsored the National Girls/Women’s Day in Sports.
- WLTX sponsored the Lexington Race against Hunger
- WLTX sponsored the Blue & Gold Banquet at Allen University for the benefit of the Tom Joyner Scholarship Fund.
- WLTX sponsored the March for Meals for Senior citizens.
- WLTX sponsored the Lake Murray Dam Walk, benefiting the Dickerson Children’s Center.
- WLTX sponsored PowerPlay in cooperation with the Urban League...benefiting teens
- WLTX sponsored the Walk America March of Dimes effort
- WLTX, along with Mungo Homes, helped build a new home that was auctioned off with 100% of the proceeds (\$150,000) going directly to Habitat for Humanity.
- WLTX sponsors the Midlands Heart Walk
- WLTX sponsors the annual MS Walk
- WLTX sponsors two Red Cross Blood Drives per year

WLTX broadcasts the syndicated effort “Connect With Kids.” This series features numerous “Character building” vignettes, three News reports per week, and eight 30-minute programs dealing with children’s issues. All the WLTX community efforts are featured on wltx.com.

WMAZ-TV, Macon, Georgia

It is the mission of 13WMAZ to serve the communities of Central Georgia with the best news, information and entertainment *Straight from the Heart*. As the most watched media outlet in the community, the station believes it must strive to be the portal to information in Central Georgia.

The mission begins with the community’s biggest commitment to local news. 13WMAZ produces two hours of local news every morning and produces newscasts at 6 p.m. and 11 p.m. seven days a week. 13WMAZ also produces a half hour newscast Monday through Friday at Noon and at 5 p.m.

The 26 hours of local news programming produced and aired by 13WMAZ each week is the most of any media outlet in Central Georgia. The Nielsen ratings reflect that the station’s news product is one of the highest rated local news programs in the country. The table below demonstrates Nielsen ratings for 13WMAZ Eyewitness News at 6 p.m. over the past year.

Nielsen Rating Period	DMA Household	DMA Household
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	Rating	Share
July 2004	22	47
May 2004	22	47
February 2004	25	48
November 2003	25	47

13WMAZ has made major investments in resources to warn the community during weather emergencies. In 1996, when the National Weather Service office closed at the Macon Airport, 13WMAZ purchased Central Georgia's only live Doppler radar to make certain that the community had advance warning of life-threatening weather conditions. The radar is now also available to the community on 13wmaz.com and 24-hours a day on one of the station's digital channels.

13WMAZ is the only local station in the market to invest in a generator to be able to continue broadcasting if the station loses power. The station also employs three full time meteorologists, which is critical when around the clock coverage is required.

A recent example of the station's weather commitment to the community occurred during Tropical Storms' Frances, Ivan and Jeanne. Frances caused the largest power outage in more than a decade, as almost one-third of the market's households lost electricity. 13WMAZ stayed on the air during the storm to inform the community. Many without power called the station directly to get information. Staff members from several departments manned the phones to make sure all community questions were answered. Others in the community found 13WMAZ's investment in web technology to be a great service during storm coverage. 13wmaz.com had over 1.8 million page views during the three storms, because the website provided the community instant information on weather watches, weather warnings, school closings and road closings.

While providing potentially life-saving emergency information is vital, community issues are the foundation of 13WMAZ's daily commitment to the communities of Central Georgia. Newscasts cover issues daily and 13WMAZ invites public commentary through its Talkback program. Half-hour Talkback specials feature 13WMAZ management addressing questions and concerns raised by members of the community regarding local issues and material broadcast on 13WMAZ.

During the year, 13WMAZ produces the local public service program "Close Up", which airs Saturdays at 12:30 p.m. In 2004, the program's priority was to allow a forum for political candidates to discuss issues. Throughout the year the program featured federal, state and local candidates. 13WMAZ also produced and aired the following two live political forums during 2004:

- 2/13/2004 7-8pm U.S. Senate Republican Political Forum live from Dublin, GA, featuring
candidates: Al Bartell (R), Herman Cain(R), Mac Collins(R), Johnny Isakson (R)
- 10/12/2004 7-8pm U.S. Senate Political Forum live from Perry, GA, featuring
candidates: Allen Buckley(L), Johnny Isakson(R), Denise Majette(D)

In addition to airing live on 13WMAZ, the forums were distributed for broadcast statewide.

The health and safety of the community is also a major point of emphasis at 13WMAZ. In 2003, 13WMAZ launched a major community service initiative designed to reduce the obesity rate in Central Georgia. Studies show Georgia ranks as one of the fattest states in the nation. The "It Starts With The Heart" project addresses the issue through a series of health-related stories, while 13 team members go through a year-long process to have their weight, blood sugar and blood pressure monitored monthly. Georgia Governor Sonny Perdue served as an honorary team member during the first year of the program.

13WMAZ also produced and aired a Town Hall Meeting in 2003, which focused on ways consumers could protect themselves from identity theft and other forms of consumer fraud. Identity Fraud has been identified as the fastest growing crime in the United States.

13WMAZ produces and airs a local children's program that airs at 9 a.m. each Saturday morning. The station airs public service announcements and works side-by-side with hundreds of community organizations to address issues, promote events and assist in fundraising efforts. The station takes a leadership role in coordinating fundraisers for many organizations through annual campaigns like *Gifts from the Heart*. The annual *Gifts from the Heart* drive collects thousands of food and toy items to benefit organizations in the communities of Macon, Warner Robins, Milledgeville, Forsyth, Perry and Dublin. Another annual campaign, *Operation Back to School*, raised over 2,900 pounds of school supplies this year for area students. The same heartwarming results are evident year-round in partnerships with the community for programs like Give to Live Blood Drives, The Susan G. Komen Race for the Cure, the American Cancer Society's Relay for Life, the Susan G. Komen Ultimate Drive for the Cure, the MDA Stride and Ride, and the Alzheimer's Memory Walk. In 2004, 13WMAZ dedicated 40 hours of airtime to the broadcast of the Children's Miracle Network Telethon and the MDA Labor Day Telethon, raising \$1,048,176 in the community.

2004 marked the 8th annual awards ceremony and telecast for 13WMAZ's *From the Heart Awards*. This program celebrates outstanding volunteerism in Central Georgia by honoring six volunteers each year and broadcasting their inspiring stories in a one-hour program and in segments on 13WMAZ Eyewitness News. Each winner received a \$130 check and an additional \$500 donation to an organization of their choice.

Gannett Company Inc., owner of 13WMAZ, supports 13WMAZ in all of these community service efforts and increases the impact every year with grants from the Gannett Foundation. In 2004, a total of \$25,000 was given in support of the following community organizations: Boys and Girls Clubs of Baldwin and Jones Counties, Boys and Girls Clubs of Central Georgia, Macon Volunteer Clinic, Middle Georgia Youth Ballet, Wesleyan College, Easter Seals of Middle Georgia, MidSummer Macon, Prevent Child Abuse Heart of Georgia, The Mentors Project of Bibb County, Habitat for Humanity, the James Wimberly Institute of Black Studies and History, Macon Arts, Macon Rescue Mission and Nutcracker of Middle Georgia.

For 51 years, Central Georgia has counted on 13WMAZ to cover the community. Whether it was a divisive issue like Civil Rights in the '60s, a devastating event like the Flood of '94, or simply coverage of the area's passion for high school football on Friday nights, the community has come to trust 13WMAZ as the station that delivers news, information and entertainment, *Straight from the Heart*. As the station moves forward, the mission to serve Central Georgia continues to be at the heart of 13WMAZ.

WLBZ-TV, Bangor, Maine

This station marked its 50th year of broadcasting to Eastern and Central Maine in 2004. During that time, WLBZ 2 has distinguished itself with consistent service to viewers in news, community service and programming.

Now, as it starts its second-half century of broadcasting, WLBZ provides 28 hours of local news and information to nearly a quarter of a million viewers. It provides a voice to the people it serves and continues to involve itself deeply in the many communities within its coverage area.

News

WLBZ NEWS CENTER 2 provides Maine people with in-depth coverage of important news of the day wherever it occurs throughout the state. This includes the only weekend morning newscasts and weather-oriented storm coverage regularly throughout the winter season.

WLBZ sets the same high standards for its online content that it has for on air content. Viewers frequently go to the web for customized video weather forecasts; for news streamed and updated throughout the day; for supplementary news information provided through web links; contacts and additional detail; for political information and coverage ranging from streamed debates and voter forums to candidate profiles and polling information.

Voice of the Voter

Preceding elections, NEWS CENTER takes pride in providing the states most comprehensive political coverage. Historically, NEWS CENTER has produced a series of candidate and issue forums that are broadcast in primetime. 2004 has been no exception with four primetime debates and multiple full-program length forums on Maine candidates and ballot issues. When the subject lends itself, as it has in 2004 with a complicated tax initiative on the ballot, NEWS CENTER utilizes its statewide news resources and devotes multiple newscasts on the same day to examining the subject. Using the polling services of Survey USA, NEWS CENTER provides the additional service of up-to-date voting trends. This serves to stimulate voter interest. On election night, the station originates live from as many as 17 campaign headquarters to provide in-depth, up-to-the-minute election information to Mainers across the state. Voice of the Voter has prime placement on www.WLBZ2.com.

STORM CENTER

For more than 10 years, STORM CENTER has made a 24/7-station commitment to viewers to cover all kinds of severe weather events. Live video reports from throughout the state connect viewers to a constant stream of emergency information, school closings, road conditions, parking bans, business closings, and governmental emergency alerts. Additional station staff is assigned to key locations throughout the state and within the stations to maintain updated information on the air and on the web.

Editorials

Another long-time WLBZ 2 tradition has been the practice of taking editorial positions separate from news or advertising stances. The station has aired editorials for 27 years, helping viewers form and articulate their own opinions. The station also solicits opposing viewpoints and airs those as well. Editorials run four times each week.

“Listens” Meetings

WLBZ 2 takes its responsibility to listen as seriously as it does its responsibility to speak out. Station representatives meet with those from business, government, and non-profit organizations in their communities or at the station to hear about subjects that are important to those groups. These meetings can also include journalists, the editorial board, and other managers. This gives station personnel the opportunity to “listen” to community concerns, ideas and challenges and learn how to best respond with news, editorials, or public service. Reporters have reported on some of these issues discussed in *Listens* meetings, and the editorial board considers response. *Listens* meetings were critical in 2004 to creating a community service campaign about health issues in Maine.

Community Events

- *The WLBZ 2 Sidewalk Art Festival* is a station-created summer event to bring the visual arts to downtown Bangor. Emerging as well as established artists throughout Maine and New England participate in a tradition that has grown to more than 120 artists in 14 years. The Bangor community has long nurtured the arts, hosting the National Folk Festival, a Shakespeare Festival, and the country's longest-seated community orchestra. This festival fits the priorities of the community the station serves. Merchants also benefit from some of the largest downtown crowds of the year.
- *Women's Week* is a Bangor-based celebration of women with free and low-cost events emphasizing health and the general well-being of women. In collaboration with the YWCA and a local hospital, women can be screened for a number of potential conditions, attend cultural events, and learn more about their physical and spiritual health through low and no-cost speakers and seminars. WLBZ 2 started this annual event, and still provides committee members to plan events for it as well as providing promotional support.
- *The Bangor Public Library* has always held a special place in the heart of the people of the Greater Bangor area. A 1996 capital campaign to expand and remodel the library was successfully completed with help from WLBZ. Since then, the station has encouraged viewers to participate in *Bangor Reads*, an annual program encouraging the community to study a particular book. Most recently, WLBZ 2 lead the campaign to raise an additional \$211K for an air conditioning system at the library. Not only does that prevent mold that destroys

books, it also provides a free location for area residents to escape the heat. Most notably, when the air-conditioning campaign finished some \$26K shy of goal, a donor who learned of that on NEWS CENTER at 6:00 called the director of library at home with an offer to make up the shortfall.

- *Penobscot Theatre* – The performing arts are an integral part of life in a rural community. *The Penobscot Theatre* provides a nine-month schedule of professional plays and musicals for the Greater Bangor region. WLBZ 2 has long supported the theatre with play-specific promotion. The theatre uses the station's tracking and value assignments of promotion to secure grant monies.

Many Hands

Many Hands is the station's ongoing public service campaign to increase interest in volunteering and recruit volunteers to non-profit organizations. For more than four years, increased public service resources have focused on one, non-profit organization per month. Each month, that organization receives on-air promotion with a series of public service announcements as well as dedicated time in the 5:00, 5:30 and 6:00 pm news blocks for a call-in recruitment effort for the month's selected non-profit. Staff and volunteers from the organization are at the station to answer viewer calls from 5:00pm-7:00pm. By using this multi-promotional approach, *Many Hands* has recruited an estimated 4,000 volunteers to groups statewide. *Many of the non-profits selected for Many Hands serve clients all across the state, as do the stations of WLBZ and WCSH. These are some of the non-profit organizations that have benefited from Many Hands:*

Big Brothers Big Sisters
Habitat for Humanity
Maine Island Trails
Center for Grieving Children
Maine Agency's on Aging
Good Shepherd Food Bank
Children's Museums of Maine
March of Dimes
Maine Appalachian Trails
Marine Animal Lifeline
Maine Breast Cancer Coalition
Maine Parents/Teachers Association
Preble Street Resource Center
Maine's Animal Shelters
Sexual Assault Support Services
Ronald McDonald House
4-H Clubs
Ingraham
Goodwill Industries
MS Society
Salvation Army
Maine
Maine Association of Child Neglect & Abuse Council
The Jason Program

Literacy Volunteers
The American Heart Association
Boys & Girls Clubs
Maine Hospice Council
National Folk Festival
YWCA
American Red Cross
Beach to Beacon
Camp Susan Curtis
Camp Sunshine
Kids First/For Kids Sake
Shaw House
Wayside Evening Soup Kitchen
Coastal Cleanup
Children's Cancer Program
Special Olympics
Make a Wish Foundation
Maine Audubon Society
Alzheimer's Association of Maine
Maine Fire Chiefs Association
National Senior Service Corps of

Coats for Kids

Coats for Kids is a statewide holiday campaign encouraging viewers to donate new and gently-used coats for distribution to the needy. While WLBZ and WCSH provide the promotional and organizational power to support the effort, the stations collaborate with the Salvation Army, area cleaners and grocers to expand the results and reach of this program. The combined effort makes the campaign that much more powerful, collecting, cleaning and distributing more than 48 thousand coats, a significant number in a cold-weather state like Maine. The people donating to this campaign come from all levels of the economic spectrum, and the stations' publicity and inclusion efforts have resulted in many schools, churches, scout troops, civic organizations, and businesses adopting this program as their annual charitable campaign.

2Those Who Care

This project grew from the WLBZ 2 tradition of celebrating volunteerism with the Jefferson Awards. The annual program recognizes the power and spirit of volunteerism, telling the remarkable stories of adults who demonstrate exceptional services to the community. WLBZ partners with United Way of Eastern Maine, an organization covering the same five counties the station does. An intensive public service campaign recruits nominations. A board of community leaders, including previous winners, makes the final selections. In addition to individuals, this program also recognizes an "Agency of Distinction." Station producers develop 3-minute profiles of each winner. These profiles are premiered at a gala awards ceremony and are later featured on NEWS CENTER at 6:00. Each winner receives a cash donation to the charity of his or her choice and a *2Those Who Care* trophy. The awards ceremony later airs as a primetime television special. .

Teens Who Care

Like its adult counterpart, *Teens Who Care* is a program designed to recognize outstanding volunteers. But it is the only program of its kind in the state that highlights the contributions of teen-agers. Young people are nominated through public service announcements, with a panel of community leaders selecting the teens. Following this selection, producers develop a 3-minute profile of each winner. These profiles are premiered at a statewide awards ceremony for the winners, family and friends at the Portland Museum of Art. Award recipients from the Bangor market ride to the awards ceremony with family and friends in a bus chartered specially for the two-hour trip so that as large a group as possible can attend without having to drive individually. Each winner receives a cash scholarship award and a custom-designed trophy. The profiles air in our 6:00pm news broadcast and follow-up "salute" spots air for several weeks. The profiles also air as a 30-minute special. Keynote speakers for *Teens Who Care* have included Governor John Baldacci, Senator Susan Collins and University of Maine Chancellor Joseph Westphal.

Buddy 2 Buddy

The American Cancer Society estimates that 1,000 new cases of breast cancer will be diagnosed in the coming year, and 200 women will die in Maine. When breast cancer is detected early and treated promptly, suffering and ultimately the loss of life can be significantly reduced. With monthly public service announcements geared to the "2nd" of the month as well as news stories, women are encouraged to take control of their own breast health while inspiring a "buddy" to do the same. Information is provided at health fairs and other community forums and reminder calendars are given free of charge to women throughout the state.